

Firstly...

The pitch as a competitive process is here to stay - we require the process of comparison to see if both parties can work with each other - both marketers and procurement are accountable for their supply chain

Clients have the right to scrutinise every £/\$/€
agencies also own their commercial agenda



A red lifebuoy with blue rope is visible on the left side of the frame. The background is a sunset over a body of water, with the sun low on the horizon, creating a warm, golden glow. The sky is filled with soft, colorful clouds in shades of orange, yellow, and blue.

Firstly...

We already have lots of help
HCA, ISBA, IPA, ANA, AAAA, Drum, GoodPitch

Where it all started...

Acme Agency

INVOICE

Hight Street
London

INVOICE # 001045
DATE 27.07.2004

TO
Janssen-Cilag
~~Saunders~~
High Wycombe
Bucks

FOR X Brand
P.O. # 45000025

Description	Amount
Creative	£50,000

VAT @ 17.5% £8,750

Total £58,750

Make all checks payable to Acme Agency
Payment is due within 30 days.

If you have any questions concerning this invoice, contact Name | Phone | Email

THANK YOU FOR YOUR BUSINESS!

Where it all started...

**£10K per month to read
Pharma Marketing magazine**

The time we were blown away...



INVEGA[®]
PALIPERIDONE
Prolonged-Release Tablets

For the person within

Invega[®] is a new chemical entity licensed for use in schizophrenia. Invega[®] has proven efficacy in all PANSS Marder factor scores,¹ and a side-effect profile that can make it an appropriate alternative to other atypicals.^{2,4}

What was missing...?



Promotion
from the field



Ah ha - I can hire
my own agency



Incumbent is
turfed out



New
pitch

Repeat 18 months later
(x 10 Product teams)

Procurement didn't invent this!

Adding structure

Criterion	Definition	Your score (1=lo; 10=hi)	Comments / Notes
1. Presentation: Client service team	<ul style="list-style-type: none">• Commitment to superior customer service• Agency can staff the account appropriately• Continuity• Quality of presentation		
2. Presentation: Case Study	<ul style="list-style-type: none">• Quality of proposal• Quality of presentation• Agility and Creativity		
3. Professionalism	<ul style="list-style-type: none">• Level of professionalism conveyed• How they addressed organisational questions• Pharma experience / Other industry experience• Dependency on us as a client• Action-oriented management		
4. Deliverables	<ul style="list-style-type: none">• Credentials in e-business• Examples of closed loop detail running on tablet PC• Timescale and milestones• Scope of work• Estimated project costs• Example of pages 4&5 of current sales aid		
5. Integrity	<ul style="list-style-type: none">• Do I trust them?• Do I feel comfortable?• Will these people really do what they tell us today?• Will they exceed my expectations?		

Adding structure

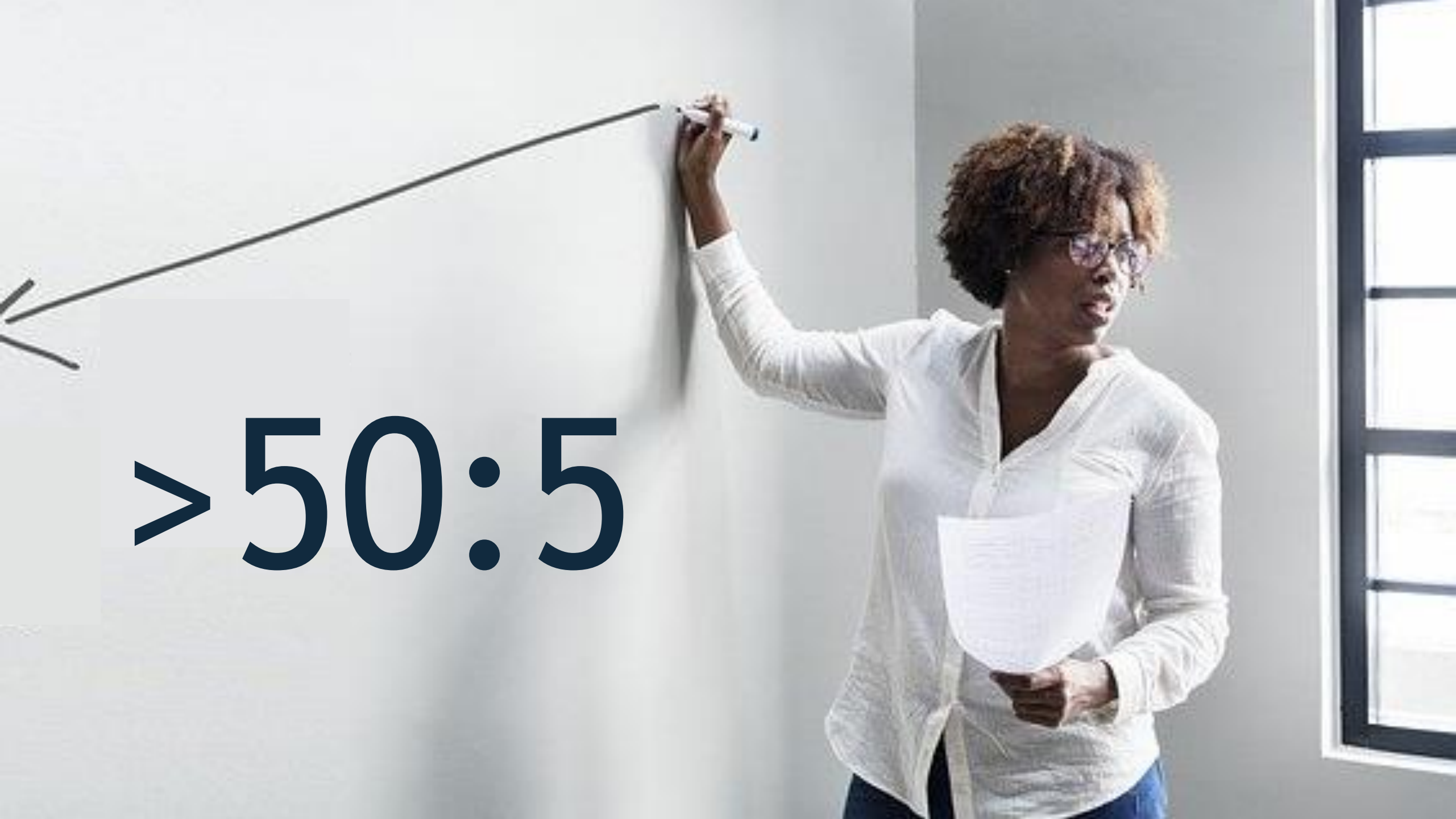
version 'Pricelist20060626'	supplier	valid from	until	currency	
cost category	cost component	price	cur / um	UK definition, examples	
01 Account Management	0101 Account handling / manage campaign		0 /		
01 Account Management	0102 Develop / manage concept		0 /		
01 Account Management	0103 Project management		0 /		
02 Copywriting & Design	0201 Develop storyboard		0 /		
02 Copywriting & Design	0202 Write text		0 /		
02 Copywriting & Design	0203 Setting up layout / outline		0 /		
02 Copywriting & Design	0204 Art direction		0 /		
02 Copywriting & Design	0205 Retouch photography / images				
02 Copywriting & Design	0206 Setting up Charts/Logos/PI				
03 Sample Mock-up	0301 Sample design mock-up				
04 Final production materials	0401 Set up final artwork				
04 Final production materials	0402 Programming				
04 Final production materials	0403 Produce Video				
04 Final production materials	0404 Produce Audio				
04 Final production materials	0405 Produce color prints				
04 Final production materials	0406 Burn to disc				
04 Final production materials	0407 PDF/HTML distilling				
04 Final production materials	0408 General support				
05 PR / Media Production	0501 Develop mediaplans				
05 PR / Media Production	0502 Produce press conference				
05 PR / Media Production	0503 Produce commercial				

Project Quotation Creative Services 0						version 'PBudget20060720'	
quote id	date	vendor	status	deliver start	deliver end	affiliate	
		0	initial estimate budgetted services	2006-01	2006-12	JC-UK	

specify number and description of intended deliverables / projects									
ID	nr of	deliverable / project	product / franchise	JNJ contact	size	# pag	Error/Remark	cost per	total cost
								0.00	0.00
								0.00	0.00
								0.00	0.00
								0.00	0.00
								0.00	0.00
								0.00	0.00
								0.00	0.00
								0.00	0.00
								0.00	0.00
								0.00	0.00
								0.00	0.00
								0.00	0.00
								grand total	0.00

specify cost components per deliverable / project					quote per cost component per project				
ID	deliverable / project	cost component per project	details	um	um volume	cur	price/um	cost per project	
				#N/A		GBP	#N/A	0.00	C
				#N/A		GBP	#N/A	0.00	C
				#N/A		GBP	#N/A	0.00	C
				#N/A		GBP	#N/A	0.00	C
				#N/A		GBP	#N/A	0.00	C
				#N/A		GBP	#N/A	0.00	C
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				#N/A		GBP	#N/A	0.00	C
				#N/A		GBP	#N/A	0.00	C
				#N/A		GBP	#N/A	0.00	C
				#N/A		GBP	#N/A	0.00	C

> 50:5



Things I would approach differently?

1. Agencies need to be better at articulating their value proposition -what they are great at and to establish when and when not to pitch
2. Introduce a business improvement/PDCA cycle to remove inertia / loss of creativity
3. Transparency is required by agency but not reciprocated by client
4. Don't speak to the client team during pitch process - how can this possibly add value?
5. Pre-qualify, go to the offices, meet people, run RFI's but pitch less
6. Essential to make sure a program of work sits behind a pitch once agency selected
7. MSA's fit for purpose - too many clauses easily mis-understood
8. As a client, you completely own the opportunity of savings and efficiency
9. Pitching does not always ask for a creative idea - be clear on the 'ask' and agencies to present more on capability
10. Provide meaningful feedback - not easy but find a way
11. Improve the discipline of writing briefs



OPEN HEALTH

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