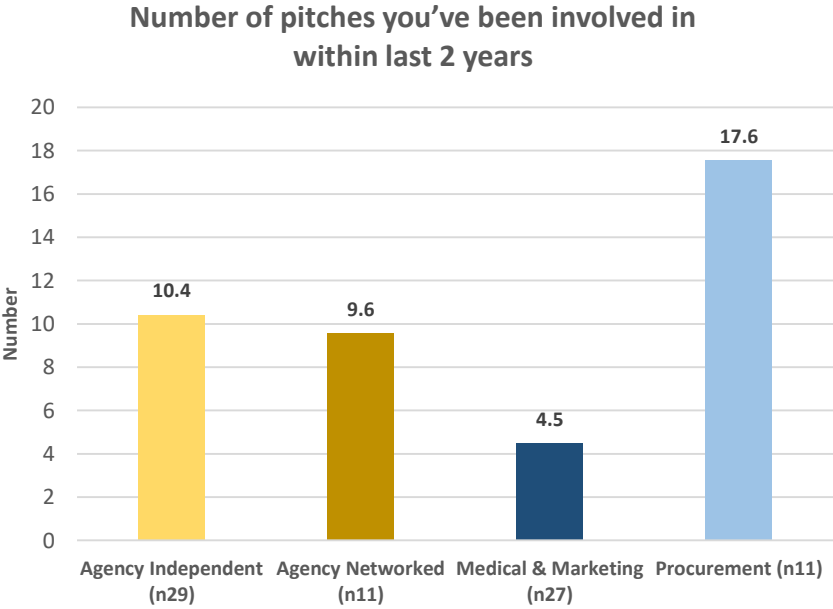
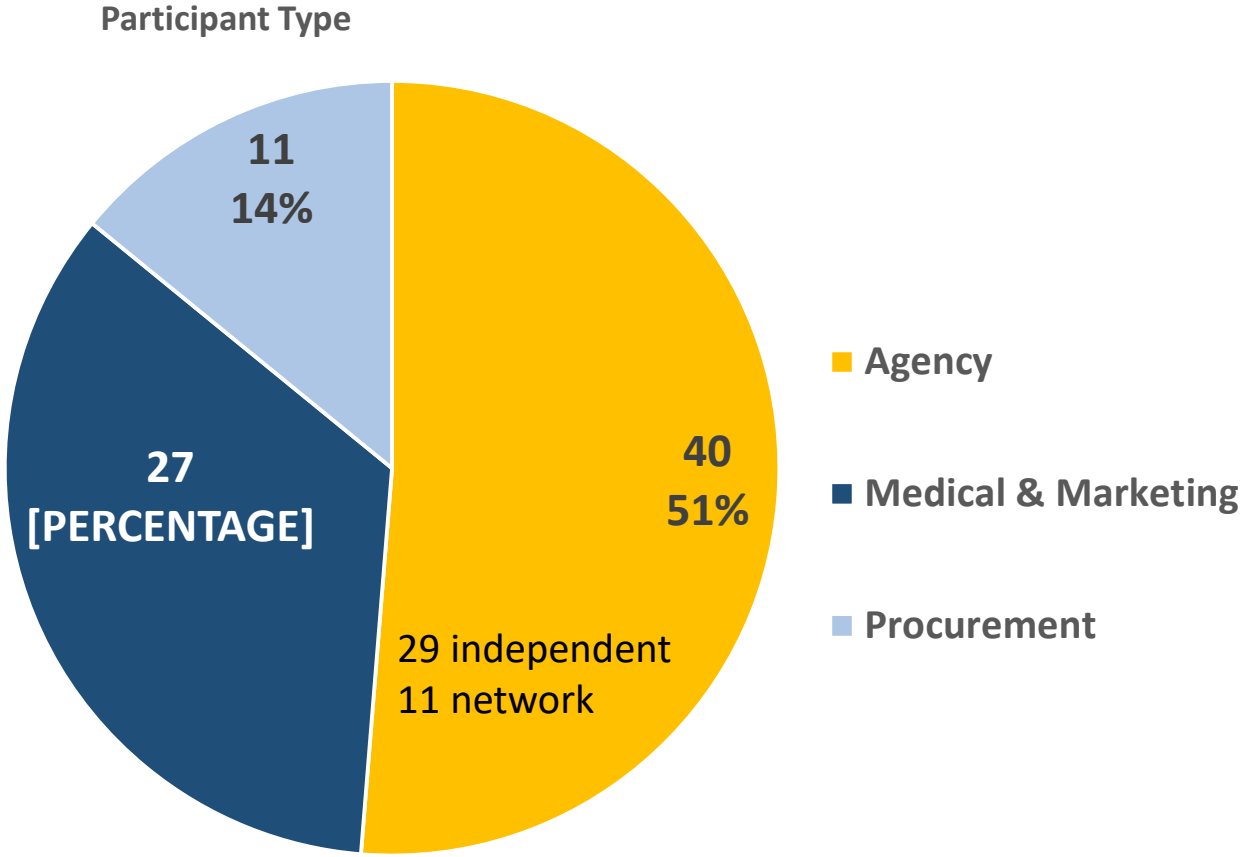




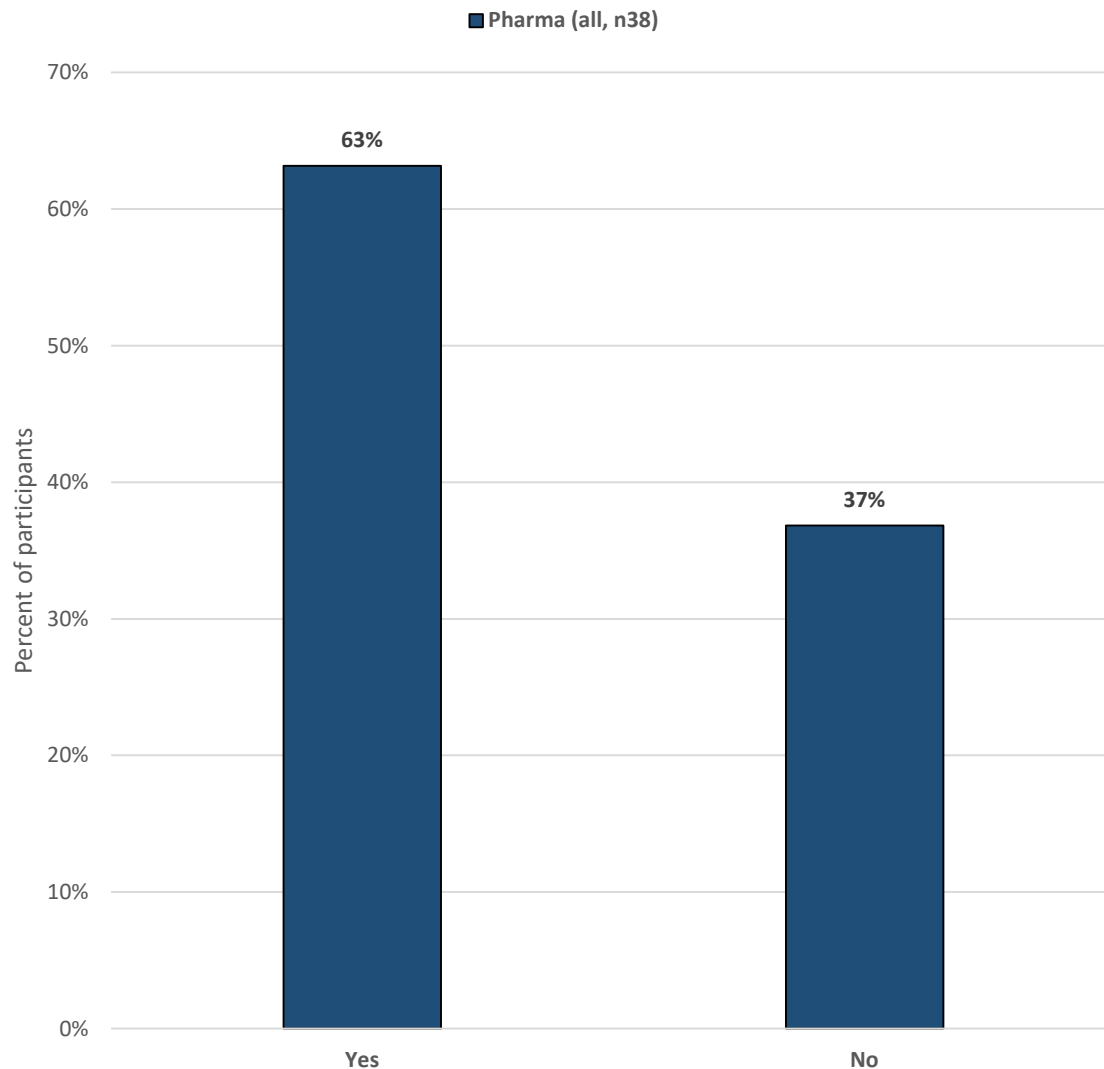
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## 2019 Pitch Practice Survey Results

# Who responded to the survey?



# 1. Is there a budget threshold above which a pitch is mandatory?

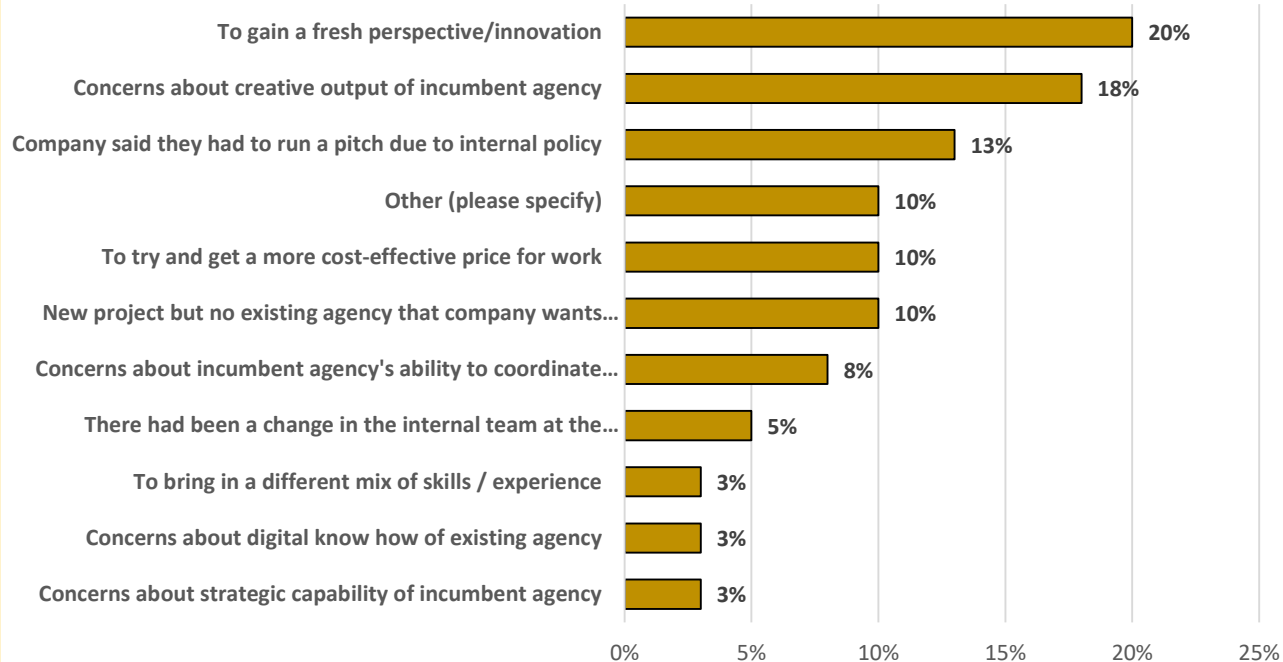


- 63% of Pharma report there is a budget threshold above which a pitch process is mandatory
- Medical/Marketing
  - stated mean threshold: **£55K**
- Procurement
  - stated mean threshold: **£83K**

## 2. Why do pharma clients run pitches?

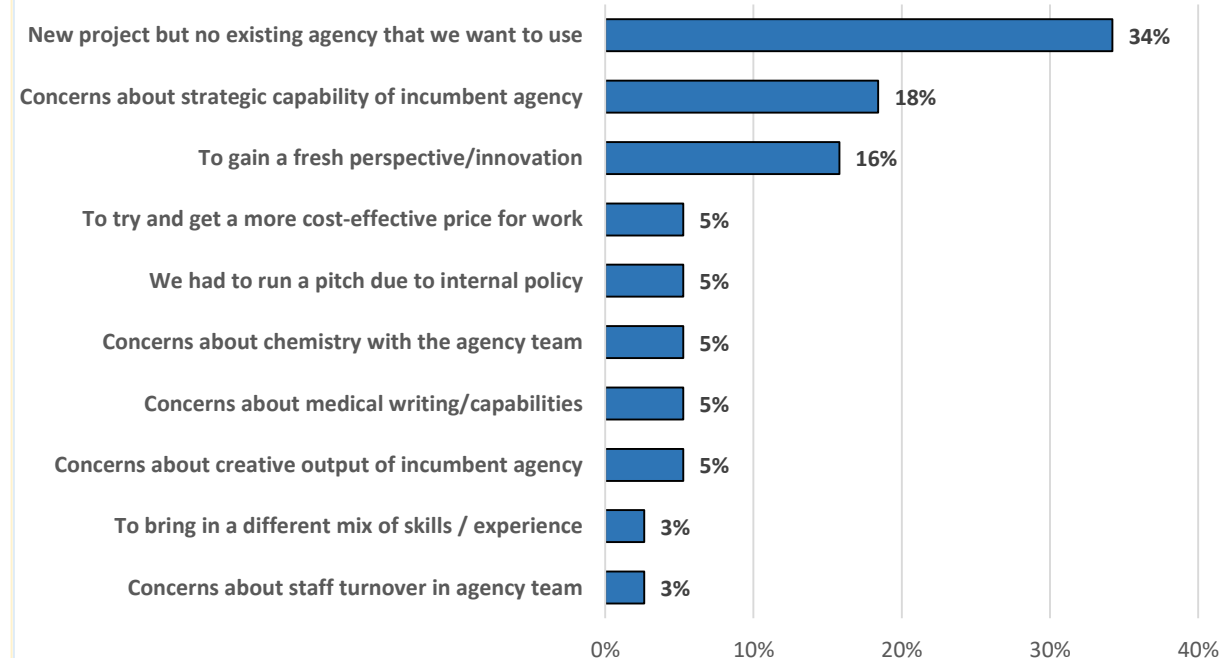
### Most Frequent Reason **Agency** was told

■ Agency (all, n40)



### Most Frequent Reason **Pharma** gave

■ Pharma (all, n38)



➤ Most frequent reasons for being invited to pitch are:

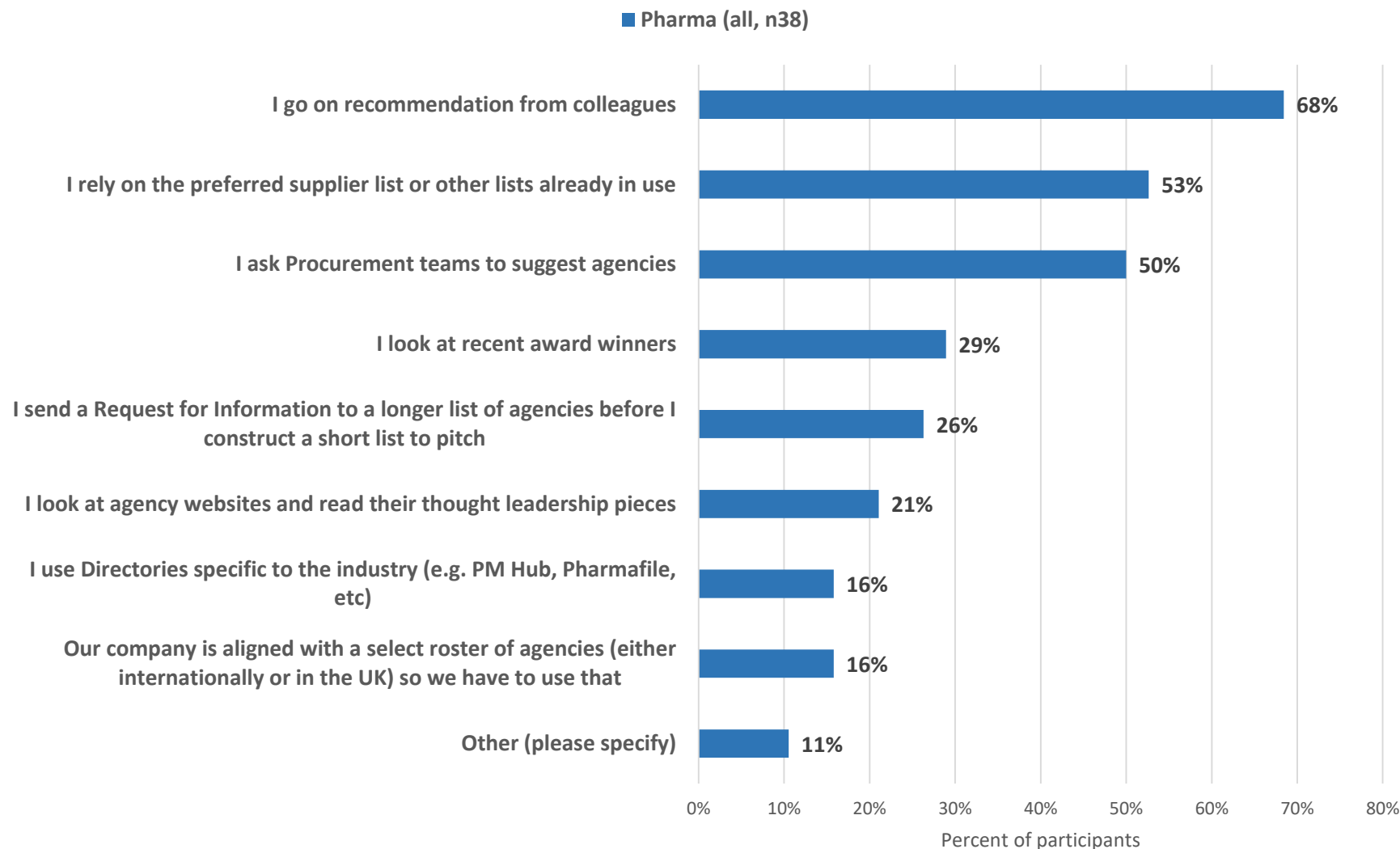
- *To gain a fresh perspective/innovation*
- *Concerns about creative output of incumbent agency*

➤ Most frequent reasons for inviting agencies to pitch are:

- *New project but no existing agency that company wants to use*
- *Concerns about strategic capability of incumbent agency*

# 3. How Agencies are Selected for the Pitch?

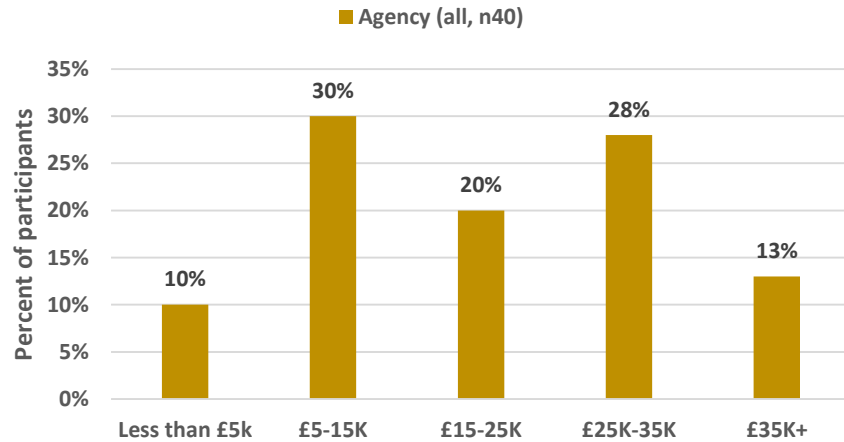
## How agencies are selected for invitation to pitch



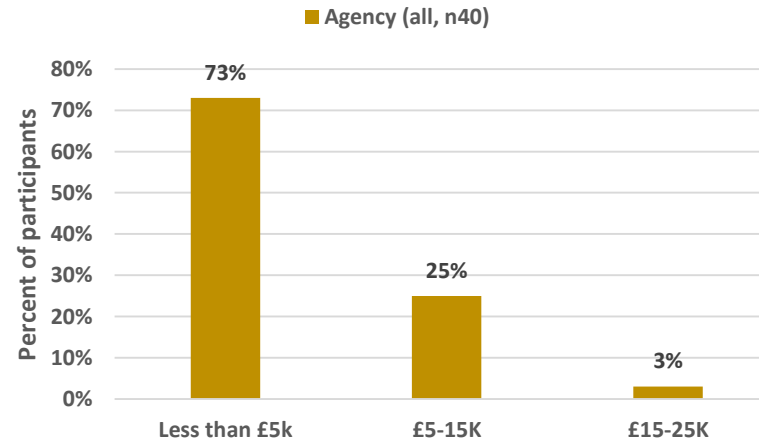
- Recommendations from colleagues is the most important
- 53% of pharma rely on a preferred supplier lists
- 50% of pharma respondents ask Procurement teams to suggest agencies

# 4. Agency Spend on Pitches

### Internal salary costs/time

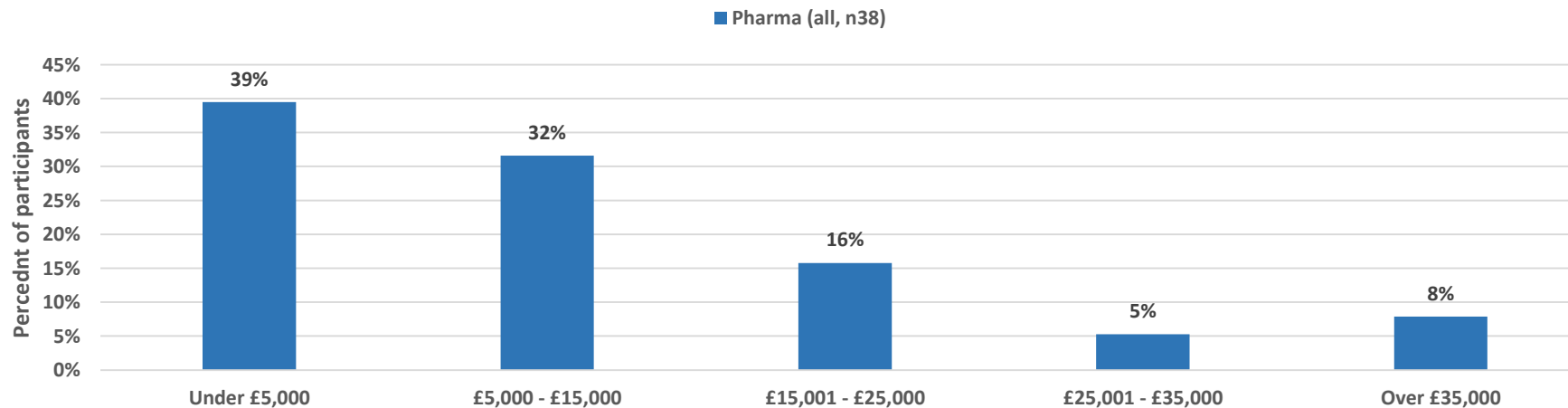


### Out of pocket expenses



➤ Average Agency spend on a pitch was £43.5K

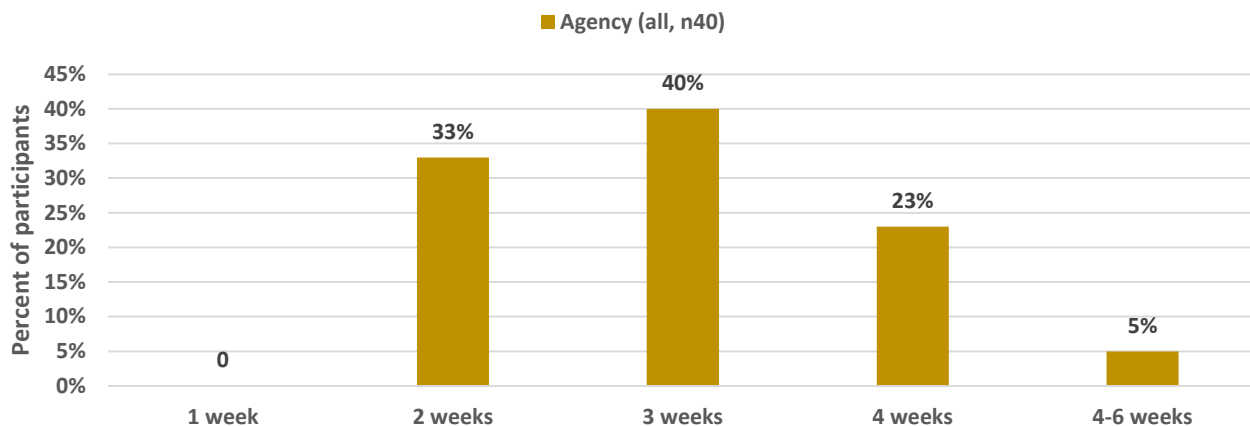
### Industry perception of agency total spend on pitches



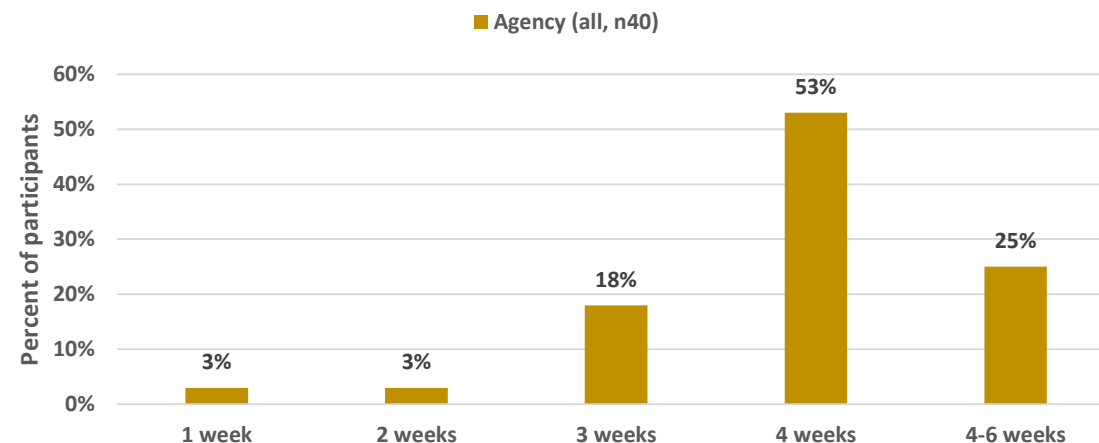
➤ 39% of Pharma thought the average agency spend on a pitch was under £5,000

# 5. Time to Prepare for a £200K Pitch (non-incumbents)

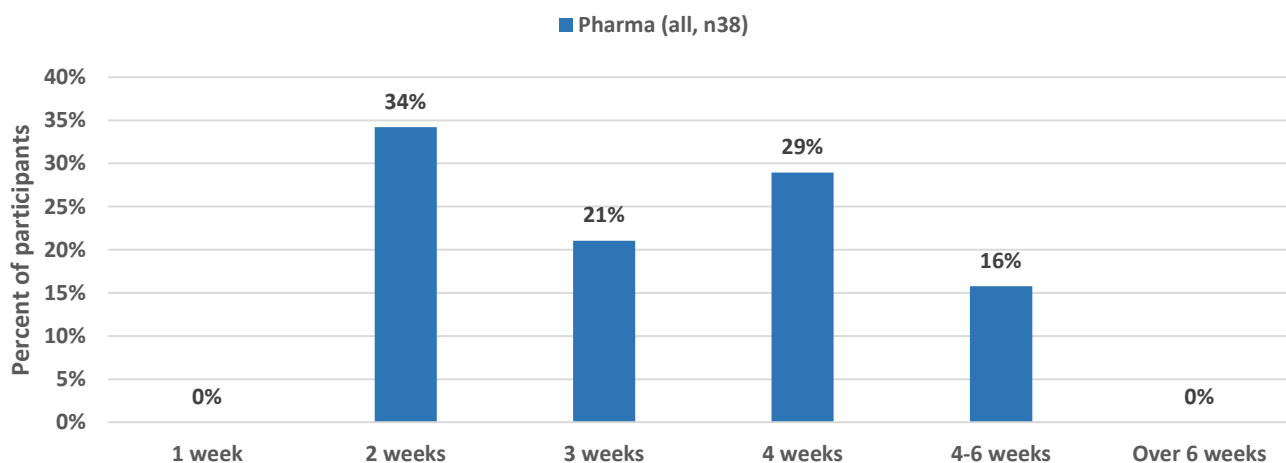
### £200K account: most common timeframe



### £200K account: what is a reasonable timeframe?



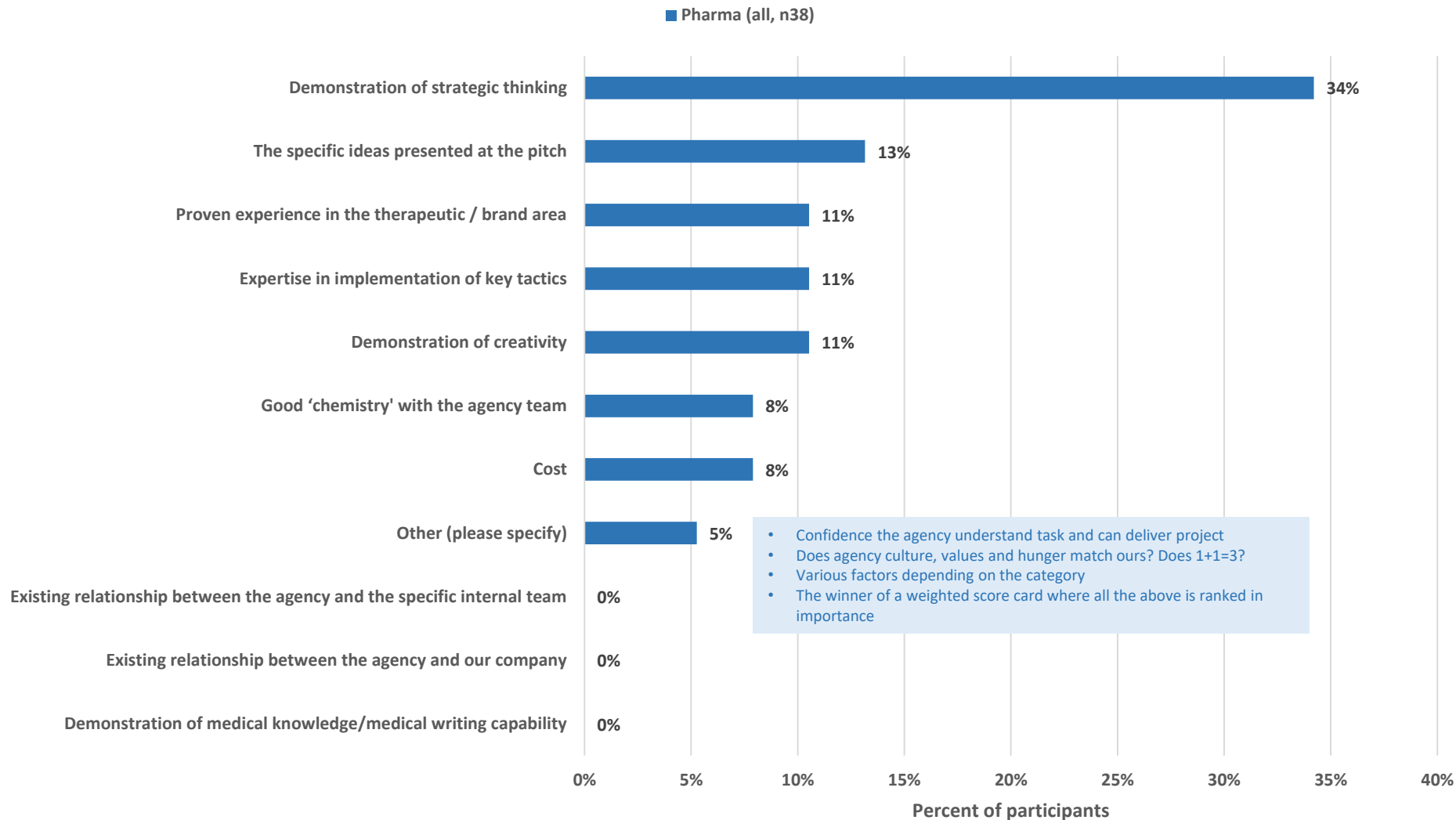
### £200K account: timeframe typically given by Industry



- Most agencies (> 70%) are given **2 to 3 weeks** to prepare for a pitch for a £200K account
- 78% said 4 weeks or more would be reasonable
- 55% of Pharma typically give **2 to 3 weeks** to prepare for a pitch

# 6. Main Factor for Selecting the Winning Agency

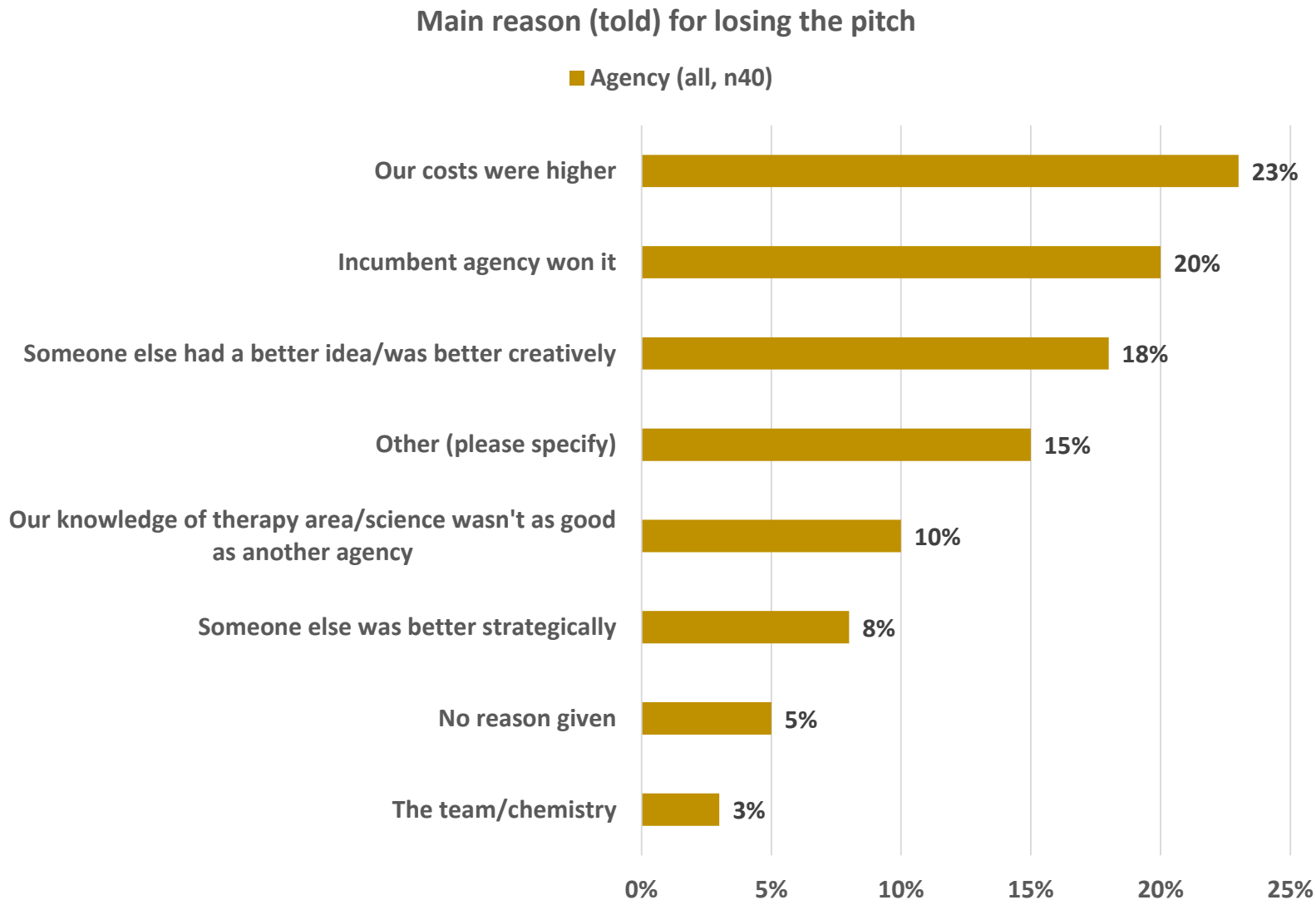
Main single factor for selecting the winning agency



➤ 34% of Pharma report ***Demonstration of strategic thinking*** as the main factor for selecting the winning agency



# 7. Agency: Reasons (told) for Losing the Pitch



➤ 23% of Agencies report *Our costs were higher* as the Main reason for losing the pitch

# 2019 Pitch Practice Survey – Take home messages

- In pharma companies that responded, there is a budget threshold of £55-85K above which a pitch must be held
- Concern about strategic capability of incumbent agency was an important reason for running a pitch, but is the least cited reason agencies are told
- Recommendation from colleagues is most important factor when selecting a list of agencies for a pitch
- Clients vastly underestimate the amount agencies spend on pitches
- Clients tend to give 2-3 weeks for a pitch, but this may not be enough to get the best work from participating agencies
- Demonstration of strategic thinking is the main single factor for selecting the winning agency
- Agencies are most likely to be told that cost was an issue in terms of why they lost the pitch



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## Pitch Practice Survey Results

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