

iapi

Institute of Advertising
Practitioners in Ireland



POST-PITCH FEEDBACK FORM

Name of Client Company: _____

Name of Client (optional): _____

Name of Agency: _____

Name of Brand/Product: _____

	1 Very Satisfied	2 Satisfied	3 Neutral	4 Unsatisfied	5 Very Unsatisfied
Pre-pitch					
The characteristics of the agency (i.e. size, capabilities, resources) was conveyed to us clearly before our first meeting.	1	2	3	4	5
The agency understood our business and what we wanted to accomplish.	1	2	3	4	5
We were pleased with the team put forth and saw potential for a healthy, productive business relationship.	1	2	3	4	5
The agency's prior work was impressive and reflected experience that was relevant for our business needs.	1	2	3	4	5
The manner in which the agency dealt with us was professional and comfortable.	1	2	3	4	5

Background and Objectives					
The agency understands what our goal is (a realistic account of where our brand can grow with the help of the right media strategy).	1	2	3	4	5
The agency has a plan of how to achieve our goal (a media plans that ends with our business growing).	1	2	3	4	5
The agency has robust appraisal systems in place that will measure the campaigns effectiveness and/or growth.	1	2	3	4	5
The agency understands our current status/challenges (including brand positioning, key problems or opportunities etc.).	1	2	3	4	5

Customer Insight and Strategy					
The agency demonstrated an in-depth understanding of our business and our consumers.	1	2	3	4	5
Their customer insight was strong and was the basis for powerful brand communications.	1	2	3	4	5
The agency defined the role for communications clearly in the context of the brand's overall marketing strategy.	1	2	3	4	5
The agency's strategic recommendations clearly addressed the specific issues in our brief.	1	2	3	4	5

Idea Proposals

The link between the agency's strategic thinking and the creative idea was strong.	1	2	3	4	5
The agency presented a 'big idea' for the brand, which could clearly be delivered through most media and communications channels.	1	2	3	4	5
The creative idea appeared to be deliverable in the required timescale and within budget.	1	2	3	4	5

Media Plan

The agency's ideas were innovative.	1	2	3	4	5
The link between the agency's strategic thinking and the media plan was strong.	1	2	3	4	5
The agency's plan appeared to be workable and affordable.	1	2	3	4	5
The agency's buying capability offered competitive rates, incremental value and quality.	1	2	3	4	5

Team and Presentation

We had good chemistry with the team.	1	2	3	4	5
The presentation was well-prepared, thoughtful and well-presented.	1	2	3	4	5
The agency was professional, provided reasoning and behind their suggestions and answered questions thoroughly.	1	2	3	4	5
The agency had put thought into the team for our particular brand and goals.	1	2	3	4	5

Remuneration

The agency put forward a clear, fair and understandable proposal which seemed likely to incentivise them whilst delivering value for us.	1	2	3	4	5
The agency presented clear and transparent methodology for recording time/costs.	1	2	3	4	5