

iapi

Institute of Advertising
Practitioners in Ireland

PITCH CHECKLIST

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What is your budget?

Who are the Key decision makers?

Will the decision makers be available at all meetings?

How long will the process be and what are the key milestones?

Is there a pitch consultant involved in the process and if so who is it?

Is this a long term contract or a one-off project?

If contract, what is the duration?

Who is the incumbent agency?

How long have you been with them?

What is the reason for calling the review?

Will there be a chemistry meeting and a face-to-face Q&A?

How many agencies are involved in the review?

Who are they?

Is this a strategic review, a creative review or both?
(Creative pitches only)

Is this media review strategic, cost focused or both? If both can you give us an indication of the weight of scoring that will be applied to each? (Media pitches only)

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Will a specific campaign plan be required for this pitch?

Will creative work be required for the pitch, if so, to what level?

Will the creative work produced for the review be used for a live project?

Is there a pitch fee for all participants?

Are you prepared to pay the successful agency for all pitch work used for a live project?

Have you reviewed the IAPI pitch guidelines for the industry standard approach to pitching?
iapi.ie/findingtherightagency

Are there stages to the review at which the list of participants is shortened?

Will any work produced for the pitch be researched and if so will this form part of the decision process of the overall review?

Do you accept that all work, produced as part of this review, is the sole property of the agency and cannot be used without the agencies expressed permission?

How did you hear about us?