

# Top 10

things to know about...

## ...Media Pitch Management

- 1. First things first:** define the project stakeholders, making sure they are all on board with the idea of your organisation conducting a media pitch. Allocate clear roles and project responsibilities.
- 2. Set desired outcome goals:** what do you hope to accomplish with a media pitch? What are the priority areas for your business – teams, ideas, execution, pricing, innovation – and with what weighting? Score cards with key project indicators will help your team to keep on top of the stream of information they receive throughout the process.
- 3. Create timeframes:** set a reasonable timeline for the completion of each stage of the project, giving agencies sufficient time to prepare and showcase their strengths.
- 4. Ensure that all strategic allocation capabilities are covered:** from Planning and Buying to Digital and Analytics, request full clarity around the agency's capabilities, experience and transparency levels.
- 5. Arrange meetings and presentations:** agencies perform best when they have an interesting, challenging meeting agenda to tackle. Use chemistry meetings as an opportunity for your teams to get to know the agency people that will work on your business day to day.
- 6. Harness specialist knowledge:** media pitch specialists will help your team navigate and understand the vast quantity of numbers involved in an evaluation, ensuring a fair result.
- 7. Evolve your contracts:** use the pitch as an opportunity to achieve higher transparency and ownership of data with an evaluation and update of your contracts.
- 8. Define post-pitch deliverables:** the management of proposed deliverables from the agency is key: ensure that these are agreed and defined during negotiations.
- 9. Decide on an agency approach:** is centralization or decentralization optimal to your business setup? Do you need a central team to coordinate local agencies?
- 10. Last but not least:** provide honest feedback to all participating agencies, thanking them for the time and resource they put into competing for your business!

# About ECI

## **ECI: HIGHER MEDIA VALUE**

Technology is transforming the media landscape at an unprecedented pace. But in the right hands, change can be a force for good. ECI, the market's fastest growing global media management company, leverages these changes to help you drive higher media value from your advertising investment.

## **A modern, forensic approach**

Ever since our formation we have championed a modern approach to media and financial auditing. As pioneers in the field of digital auditing, we include sophisticated analysis of programmatic activity in our audit model, and we pride ourselves on a forensic, fact-based approach which harnesses the power of our world-class talent and proprietary technology. Along with our innovative benchmarking capabilities, we are confident in our ability to empower our clients to drive higher media value and media-led impact on business performance.

## **Cutting-edge services**

Capitalizing on today's dynamic, fast-paced media landscape to drive higher media value requires data-driven decision-making, global experience and a deep understanding of the latest technologies. At ECI we are proud to be able to offer these and so much more, including TV auditing, financial compliance auditing, pitch management, KPI setting and management and contract consultancy.

## **Global experience, local expertise**

We are proud of our client portfolio, which contains some of the world's largest and leading advertisers. Our network of owned offices and leading affiliates supports them where they need us, across the Americas, Europe and Asia Pacific. We offer them high-level media intelligence and rigorous benchmarking and, ultimately, the insight, experience and savvy to ensure that their advertising investment and agency relationships drive higher media value.

## **CONTACTS**

To speak to one of our senior management team about any of our services, please contact:

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**HIGHER MEDIA VALUE**