

Production Pitch Process Initiative

Our recognised industry approach to the process of pitching – the Director-Creative meetings, treatment documents, use of PIBS as a standard specification and agreement template, budgeting and award stages – has been mutually beneficial to agencies, production companies and clients alike, as it both manages time and investment for all parties, whilst ensuring high creative output within a competitive business environment.

However, due to lack of insight, faulty process or industry challenges, this part of the process has sometimes been put under greater pressure recently. From a production company perspective, the level of investment currently required is not sustainable. For agencies, project-based (versus retained) working, more nontraditional deliverables and smaller time and budget parameters have placed more pressure on this stage of a production than ever before. For clients, clarity and clear direction are also increasingly vital.

As the shape of the industry continues to evolve, it is important that there is room to continually assess the ways we work together to ensure all parties feel processes are fair, transparent and sustainable.

This document forms an initiative by the IPA, APA and ISBA to encourage our members to improve the pitch process through the following principles and associated key actions.

Principles and key actions

1. Fairness

All scripts or other creative put up for pitch must be comprehensively finalised and approved for production unless clearly stated. Any payments of reasonable pitch hard costs to Production Companies by Clients via their Agency, in the event of a project being cancelled without award, should be discussed and agreed in advance of the pitch.

2. Transparency and communication

Honesty, respect, constructive feedback and openness from all throughout the process

3. Economic sustainability and reasonable workload

Size, nature and timings of treatment should be mutually agreed and appropriate to the circumstances.

4. Orderly and timely process

As far as possible, sufficient time should be protected for pitch steps and all agreed deadlines adhered to, including client presentations and award.

5. Realistic briefs and expectations

Scripts should be developed and briefed with a viable budget, and pitches should be within that budget.

