

IF HOW TO Your Idea

A pitch is an opportunity to sell an idea to a person or business. Usually this comes in the form of a presentation. Pitches are a really important part of the advertising world, as it is how agencies get business from clients. They sell their idea for a campaign to the client. Often agencies will be pitching competitively against other agencies who will have other ideas of how to answer a brief.

STRUCTURE

IT IS IMPORTANT THAT YOUR PRESENTATION HAS A CLEAR STRUCTURE. YOU NEED TO BE ABLE TO GUIDE YOUR AUDIENCE THROUGH EVERY ASPECT OF YOUR IDEA TO HELP THEM UNDERSTAND THE PROCESS YOU HAVE BEEN THROUGH. BREAK THE PRESENTATION UP INTO CLEAR SECTIONS, FOR EXAMPLE ; RESEARCH, TARGET AUDIENCE, OUR IDEA, THE BRAND. THIS WILL HELP YOU STRUCTURE YOUR IDEA.

MAKE SURE
YOUR IDEA...

...Stands out!

CONFIDENCE

IT IS EASIER SAID THAN DONE, BUT HAVING CONFIDENCE IS KEY TO A GOOD PITCH. EVEN THE TOP BOSSES IN AGENCIES GET NERVOUS! TRY TO BE YOURSELF AND SHOW THE PANEL EXACTLY WHY YOU THINK THE BRAND SHOULD RUN WITH YOUR IDEA. TAKE DEEP BREATHS AND DON'T RUSH YOUR PITCH. REMEMBER - IF YOU AREN'T ENTHUSIASTIC ABOUT YOUR IDEA, YOUR CLIENT WON'T BE, SO YOU NEED TO BE AS ENTHUSIASTIC AS POSSIBLE WHEN YOU PITCH. YOU MIGHT FEEL STUPID, BUT YOU WON'T LOOK IT!





KEEP IT

DEVELOPMENT

THE PANEL WANT TO SEE THE THOUGHTS BEHIND YOUR IDEA. THINK ABOUT THE PROCESS THAT YOU WENT THROUGH TO GET TO YOUR FINAL DECISION. WHAT WORKED? WHAT DIDN'T? IT IS IMPORTANT FOR YOU TO SHOW WHY YOU THINK YOUR IDEA WILL WORK. WHAT RESEARCH DID YOU CARRY OUT? WHAT ARE THE COMPETITOR BRANDS DOING?

CLARITY

THE AUDIENCE SHOULD BE ABLE TO UNDERSTAND EACH ASPECT OF YOUR PITCH. PRACTISE IN FRONT OF YOUR FRIENDS AND SEE WHETHER THEY FOLLOW YOUR IDEA. HAVING SLIDES AND PROMPTER CARDS WILL HELP YOU KEEP YOU THOUGHTS CLEAR AND CONCISE.

RESEARCH

IT IS REALLY IMPORTANT TO SHOW YOUR RESEARCH. THIS WILL HELP EXPLAIN AND JUSTIFY YOUR IDEA. IT IS ALMOST LIKE TROUBLESHOOTING!

INTERESTING

INCLUDE A VARIETY OF MEDIA - IMAGES, TEXT AND VIDEO, BRING ALONG ALL THE WORK THAT YOU HAVE CREATED TO SHOW THE PANEL. MAKE SURE YOUR SLIDES REFLECT THE BRIEF AND BRAND YOU HAVE BEEN WORKING WITH. TRY TO MAKE THEM VISUALLY INTERESTING.



There are lots of tools to use on the website!
iamcreative.org.uk

REHEARSE

SPEND A LITTLE TIME REHEARSING WHAT YOU ARE GOING TO SAY DURING THE PITCH. MAKE SURE THAT EVERYBODY SPEAKS DURING THE PRESENTATION. EVERYBODY SHOULD KNOW THE ORDER OF THE PRESENTATION. DON'T RELY TOO HEAVILY ON TECHNOLOGY! - COMPUTERS MIGHT MISBEHAVE ON THE DAY OF YOUR PRESENTATION!