

CHARTER FOR AGENCY - COMPANY/ADVERTISER PITCHES

www.labellecompetition.fr une initiative :

AACC

In design
we trust. ASSOCIATION
DESIGN
CONSEIL

LEVÈNEMENT
ASSOCIATION DES AGENTS DE COMMUNICATION INTERNET


SYNTEC Conseil
en Relations Publics


UDECAM

UDA
ANNONCEURS EN MOUVEMENT

ENCOURAGING AGENCIES AND COMPANIES/ ADVERTISERS TO IMPLEMENT INCREASINGLY GOOD AND VERTUOUS PITCHES

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LA BELLE
COMPÉTITION

7 GUIDES ABOUT RELATIONSHIPS BETWEEN AGENCIES AND ADVERTISERS

- UDA/AACC "How to choose your advertising agency" (1997)
- UDA/UDECAM "How to choose your media agency " (1998)
- UDA/Syntec RP "Relationship between client and PR agency" (2000)
- UDA/AACC "Relationship between client and advertising agency" (2005)
- UDA/UDECAM "Relationship between client and media agency" (2006)
- UDA/AACC/ANAé "Relationship between client and event agency" (2009)
- UDA/AACC "How to organize succesfull pitches" (2011)
- * UDA/ADC "Relationship between client and design agency" (in progress)



THE CHARTER FOR GOOD PITCHES

Providing a virtuous framework for pitches as a step forward regarding the different existing best practice guides

- Introducing a progressive approach for pitches following 3 main principles: **transparency, responsibility and sincerity**
- Agencies and advertisers are encouraged to subscribe on behalf of their company to **publicly assert their commitment.**
- This is one single document that can be used for any kind of pitches, regardless of size, area of business, method...
- It provides a pitches monitoring tool via the secure website www.labellecompetition.fr (pitch barometre).



HOW TO SUBSCRIBE?

- **Any agency or advertiser**, be they members of a professional organisation or not, **can** subscribe.
- They agree to comply with the **3 main principles** each time they launch a pitch or respond to one.
- The subscription is registered by **a letter signed by the company's management** that has to be sent to the specific professional association (be they members or not).
- Subscribing can become part of a **CSR company policy**.



PROMOTING THE CHARTER

- Subscribers must promote their initiative and inform as many of their business partners as they can.
- They are encouraged to put someone in charge of monitoring the Charter.
- Professional organisations also offer pitch training sessions to any signatories' team member.



IMPLEMENTING THE CHARTER

- ➔ When subscribing the charter, the agency/advertiser agrees to follow 3 general principles, *transparency, responsibility, sincerity*.
- ➔ The company management **must inform and raise the awareness** of each team member involved in the tendering process (sales, development, purchasing, marketing, digital...).
- ➔ The management is encouraged to appoint a **referent for the charter** in their company
- ➔ For each new tender (creation, media, events, PR, digital...), the person in charge within the agency/advertiser **encloses the selected criteria with the RFI documents**.



MONITORING THE CHARTER

- ➔ **List of Charter'** subscribers available on the shared website: www.labellecompetition.fr.
- ➔ Thanks to the information collected for each pitch **on the above mentioned website, each organisation can analyse its own results:**
 - how many companies did subscribe
 - how often each criterion was selected
 - and any other indicator monitoring the progression process.
- ➔ A **general presentation of those analyses** along with the testimonies of **various subscribers** are reported each year.

*Companies' names are not mentionned anywhere but on the website (subscribers list), unless they **voluntarily share their experience***



AVAILABLE TOOLS

- ➔ **List of criteria that will help** subscribers follow the 3 principles
- ➔ **A Starter kit** designed to implement and use the Charter
- ➔ **An presentation of the Charter's global system**
- ➔ **A training module** aiming at teaching business partners how to organize good pitches (*purchases, development, payers/purchasers*) available in each corresponding professional organisation (in progress).
- ➔ Each agency - company/advertiser can assert its membership online, on the dedicated website, and enter for each tender which criteria were selected via a secure unit that globally collects information.



MEMBERS' 3 MAIN COMMITMENTS

1st COMMITMENT: TRANSPARENCY

Members will insure **maximum transparency** at each stage of the pitch for maximum efficiency and **provide the same access to information** to every competitor to ensure equity.

2nd COMMITMENT: RESPONSIBILITY

Members must responsibly engage in the pitch, **carefully assessing their involvement** when it comes to **putting teams to work** and the **costs this process generates** on both sides. Committing means **respecting the financial balance of companies**, considering the fact pitching represents an important investment.

3rd COMMITMENT: SINCERITY

Members must **loyally, sincerely and truly** engage in pitches.



"AGENCY" IMPLEMENTATION CRITERIA OF THE CHARTER

TRANSPARENCY

- provide detailed information about the **shareholding** of the agency/its belonging to a group.
- provide **thorough information about potentially conflicting accounts** regarding specific advertiser's instructions.
- identify the structure and **team** in charge

RESPONSIBILITY

- observe the rules of the competition (deadline, budget, scope of work...)
- respect the **level and amount of deliverables** asked for
- do not present any **recycled project previously proposed** to a competitor
- carry out a **feasibility assessment** of each project beforehand (legal/technical)
- present **realistic and explicit budgets**
- respect **privacy** and **ownership rights** over information/documents
- **return** all given information/documents.

SINCERITY

- **wholeheartedly and sincerely** engage in the competition
- attend the **whole competition process**
- present **honest budgets in accordance with** the scope statement
- respect the **decision-making process** announced beforehand



ADVERTISER IMPLEMENTATION CRITERIA OF THE CHARTER

TRANSPARENCY

- give a written, approved and documented brief with the object of the pitch and the description of deliverables
- provide with the number of agencies consulted
- provide with the names of the agencies consulted
- define the scope of work involved in the tender
- provide with a detailed **planning of the whole process** (from briefing to final decision making)
- provide budget or price brackets for the pitch
- mention **selection criteria, or evaluation chart**
- **identify the person in charge of the tender and the decision-maker(s)**
- mention the potential involvement of outside counsel to analyse offers

RESPONSIBILITY

- provide **identical conditions for all** (briefings, deadlines, decision-makers...)
- do not have any other agency **enter the competition** after releasing the tender
- **debrief the loser(s) using selection criteria/evaluation chart**
- limit the number of short-listed agencies
- **compensate** short-listed agencies that lost with a previously defined amount
- take into account the amount of work and the time of the year when setting the deadline
- ask for a **limited degree of finalization** and a limited number of deliverables in the pitch



SINCERITY

- **actually collaborate** with the winner, unless exceptional circumstances, with an actual budget
- provide a realistic scope of work in accordance with the available budget
- **respect the privacy/ownership rights of losers over their propositions and sign a non-disclosure agreement beforehand**
- **return all elements the losing agencies provided**

