

## Pitch Brief Check List

<b>Checklist:</b>	<b>Definitions:</b>
<b>1. Background</b>	Briefly about the company/business including any relevant history, ownership, sales figures, key competitors.
<b>2. The Market</b>	Size and growth trends – volume and value. Regional/seasonal characteristics, penetration of product category. Significant product developments or market innovations.
<b>3. The Product/ Services</b>	Brands, sizes, variants, prices – recommended, actual, trade. Brand-shares – current/previous; by size, volume and value. Key brand benefits. Production methods; constraints and flexibilities.
<b>4. Overall Marketing Strategy</b>	State marketing strategy of company/brands Communications disciplines you currently employ – advertising, direct marketing, public relations, sponsorship, direct mail etc. Relevant research information.
<b>5. The Target Audience</b>	Target audience profile – sex, age, demographics- Consumer/ business Their relationship with your brand. Purchase motivations/usage occasions/ rate of purchase. Regional/seasonal characteristics.
<b>6. The Trade</b>	Distribution network. Distribution – volume and value by trade sector. Key customers. Delivery methods. methods of display. Average order size by trade category.
<b>7. Internal structures/ operations</b>	Sales structure, sales cycle information, dealership, Operational, telesales, fulfillment, web based operations.
<b>8. The Marketing Challenge</b>	Set the challenge and motivate– eg to launch, increase penetration, build loyalty, boost sales, win back, in UK/Europe/global etc.
<b>9. Marketing Objectives</b> (to be quantified)	Primary Consumer/Business audience Trade. Sales department Methods of evaluation to be used.
<b>10. Expected Discipline usage</b>	Advertising. Promotional marketing. Direct marketing. Digital Multi discipline.
<b>11. Timing</b>	Schedule of other activity. Campaign duration Packaging or production lead times. Key accounts sell-in. Internal staff, Sales force briefing.
<b>12. Budget</b>	Stated allocation. Inclusions/exclusions. Allocation guidelines.
<b>13. Guidelines and Constraints</b>	Overall preferred creative style. Sacred cows.
<b>14. Support Material to be supplied</b>	Any research reports, data sources available, counts and profiling analyses Product samples, by variant and size. Examples of advertising. of previous campaigns, promotions. Other communication material - leaflets, sales presenters etc. Any other relevant material.