

PITCH INVITATION ACCEPTANCE FORM

(For Member Agency)

Kindly complete and return only Page 1 this form to the 4As Secretariat at Fax 603 – 76608532.

MEMBER AGENCY

Name			
Address			
Telephone		Fax	

We confirm that we have been invited to submit our speculative pitch proposal by the following Advertiser. Their stated marketing communications budget is in excess of RM 100,000.00

Contact Name/ Designation of Advertiser			
Advertiser's Company Name			
Address			
Telephone		Fax	
Email			
Date of Pitch Presentation			

Details of assignment and number of assignments (if known at this stage)

Signature

Name

Designation

Pitch Disbursement

The Professional Pitch Disbursement payable is RM 10,000 for each assignment, per Member, within a pitch for a marketing communications budget in excess of RM 100,000.00

Examples

- A. A bank's pitch for a new positioning idea/theme that can be applied across all their product/service lines is considered as 1 assignment. However if this bank additionally requires a proposal to recruit new members for their credit cards, this is considered as 2 assignments.
- B. An airline requires proposal for Brand Strategy, New Visual identity and Frequent Flyer. This is considered as 3 assignments.
- C. A property developer requires branding proposals for a new township and at the same time there is another requirement to launch the first phase of double-storey link houses. This is considered as 2 assignments.
- D. A multi-brand pitch e.g a proposal for Brand A fuels, Brand B lubricants and a road Safety campaign is considered 3 assignments