

PITCH PARTICIPATION FORM

(For Member Agency)

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

MEMBER AGENCY

Name			
Address			
Telephone		Fax	

We confirm that we have agreed to submit our speculative pitch proposal to the following Advertiser. Their stated total marketing communications budget (inclusive media cost, production cost, fees and/or commissions) for this pitch, 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 Pitch Disbursement payable is RM 10,000+6% ST for each assignment, within a pitch for a total marketing communications budget (inclusive media cost, production cost, fees and/or commissions) 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

Reminder

The requirement to pay for pitch disbursement is triggered once the Advertiser's total marketing communications budget is in excess of RM 100,000. This includes media cost, production cost, fees and/ or commissions. This irrespective whether certain items are spent via the Agency or direct from Advertiser to a 3rd party supplier/ media owner.

Please be vigilant with rogue Advertisers who deliberately declare a lower budget value to evade paying. Some Advertisers will declare in a pitch that certain production or media costs are not part of their marketing communications budget.

Members are urged to NOT be supportive of the Advertiser's attempt to evade. Please assert to the Advertiser the need to respect our industry rules.