

PITCH DISBURSEMENT FORM

(For Advertiser)

Please complete and return only Page 1 this form at least 14 working days prior to the pitch submission/ presentation date to the 4As Secretariat at Fax 603 – 76608532.

Company Name			
Address			
Telephone		Fax	

We confirm that we have invited the following 4As Member Agencies to submit their speculative pitch proposals to our Company. We understand that the Pitch Disbursement payable is as follows:

RM10,000 for each assignment, per Member, within a pitch for a total marketing communications budget(inclusive media cost, production cost, fees and/or commissions) in excess of RM100,000.00

	4As Member Agency Name	Date of Pitch Submission/ Presentation	Number of Assignments (See examples)	Pitch Disbursement Payable
1				
2				
3				
4				
5				
6				
	Sub Total		RM	
	6% Service Tax		RM	
	Total		RM	

We hereby agree and accept the terms and conditions of the 4As Pitch Disbursement By-Laws including undertaking to pay the Pitch Disbursements within fourteen (14) days of the Pitch presentation date. Kindly invoice us the total amount immediately. Purchase Order is attached.

Name Designation Department		Email	
Signature		Date	

Important Clarifications

1. This Pitch Disbursement exercise represents the Advertiser’s right to invite 4As Member Agencies to participate in the pitch. Each pitch may involve more than one assignment and therefore the disbursement shall be payable for each of the assignments.

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 proposals 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 eg a proposal for Brand A fuels, Brand B lubricants and a road Safety campaign is considered 3 assignments
 - e) A government linked company requiring proposals (which are distinct in their objectives and target audience) for a corporate image campaign, Malaysia Day greetings and in addition, Birthday greetings for the King is considered as 3 assignments.
2. It does not however allow Advertiser the right to utilise or release the Member Agency’s proposals, documents, concepts, ideas and all other information and intellectual property either directly or indirectly. Any violation will lead to the necessary legal action by the Member Agency who owns the intellectual property.
 3. Advertiser acknowledges that any and all ideas, concepts, strategies, trademarks and materials that Agency presents or provides to Advertiser (the “Presentation Concepts and Materials”) are being presented or provided for the sole purpose of allowing Advertiser to determine whether Advertiser wishes to use the Presentation Concepts and Materials and to engage Agency’s ongoing services. Advertiser acknowledges and agrees that the Presentation Concepts and Materials are, and will, remain Agency’s property regardless of any payment made by Advertiser to Agency in connection with Agency’s participation in the pitch review. Agency shall retain all right, title and interest in connection with the Presentation Concepts and Materials regardless of whether the physical embodiment of the creative work is in Advertiser’s possession in the form of copy, artwork, etc.
 4. Advertiser acknowledges that the Pitch Disbursement is to allow Member Agencies that participate in the pitch to recover some part of the Agency disbursement costs incurred. There is NO element of price fixing. Members are entitled to bid for the assignment at any price, they deem competitive.
 5. Advertiser acknowledges they are free to invite 4As Members and non-members and the disbursement amount is imposed on Members of the 4As only.
 6. The Advertiser has to make a decision within sixty (60) days of the pitch presentation date. However, the Advertiser may before the Pitch request for a longer period to make a decision and the 4As Secretariat may extend the time but such extension shall not exceed a period of ninety (90) days from the date of the pitch.
 7. If the Advertiser does not announce the chosen Agency(ies) or make a decision within sixty (60) days (or any such extended period allowed, for the decision to be made) from the date of the pitch presentation, the 4As Secretariat will disburse the net Pitch Disbursement in the manner provided by By Law 5.7 (c) to all the Members of the 4As invited to participate in the pitch who are now all deemed unsuccessful.
 8. Advertiser is obliged to :-
 - a) Have the clearly written brief endorsed by top management.
 - b) Identify and enlist the key decision makers.
 - c) Establish clear and objective evaluation criteria to judge/select.
 - d) Set a fixed timetable for the various stages of deliberations.
 - e) Fulfill the 60 day window period after the pitch presentation to make/announce the decision.
 - f) Give the unsuccessful Agencies the courtesy of constructive feedback on their performance.

Purchase Order and Company cheque should be made in favour of the
“THE ASSOCIATION OF ACCREDITED ADVERTISING AGENTS MALAYSIA” and to be delivered to:

Unit 706, Block B, Pusat Dagangan Phileo Damansara 1, No. 9, Jalan 16/11, Off Jalan Damansara
46350 Petaling Jaya, Selangor, Malaysia

Or if payment is by IBG please remit it to our Bank Account stated below and please notify us by sending an email to either nida@macomm.com.my or faiz@macomm.com.my

Name of Account	The Association of Accredited Advertising Agents Malaysia
Name of Bank	United Overseas Bank (Malaysia) Bhd
Branch & Address	Grd Flr, No. 1 Jln SS21/58, Damansara Uptown, 47400 Petaling Jaya
Account Number	260-302-993-5