

PITCH PARTICIPATION FORM

(For Member Agency)

Please complete all sections and return only Page 1 of this form at least 14 days prior to pitch date to the 4As Secretariat at Fax 603 – 76608532.

MEMBER AGENCY

Name (as registered at the Companies Commission of Malaysia)			
Address			
Telephone		Fax	

Please Tick

- 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
- We confirm that we have notified the Advertiser's Senior PIC about the requirement for pitch disbursement and that the 4As Secretariat will be in contact.

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

Summary of assignment and number of assignments (Mandatory)

Signature

Name

Designation at Agency

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.
- 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.

Reminder

1. 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.

2. The 4As maintains the position that no Agency shall participate in a pitch/RFP where the Advertiser requires that all or part of the pitch proposal becomes the Advertiser's property at the pitching stage or if the pitch proposal is unsuccessful.
3. The 4As recommends that Agencies retain ownership of new business-search ideas, plans, and work product. Illustrative ownership retention language that Agencies might wish to consider incorporating in all pitch materials/documents is:

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