

PITCH PARTICIPATION - RECOMMENDATIONS

1. The advertising agency states whether the project proposal has already been approved by the clients or not.
2. The advertising agency informs the production company whether they are pitching against an in-house production department of the advertising agency.
3. If the project does not come to realization after the pitch, each production company involved in the pitch will receive a "fee in the event of complete cancellation". The amount of the fee depends on the effort of the pitch and should be defined in advance between the agency or client and the production company.
4. The production company should not propose more than three potential directors in the first stage of director proposals.
5. In the next step the advertising agency should not invite more than four production companies to actively pitch for the project.
6. Each of the participating production companies pitch with one single director from their proposals.
7. The Director's Interpretation (aka. "Treatment") should fulfil but not exceed the project's parameters.
8. Upon submitting the Director's Interpretation, the production company confirms that it has either been written by the director or that it has been personally confirmed by them.

Please contact the Advertising Section of the Production Alliance should you have any questions.