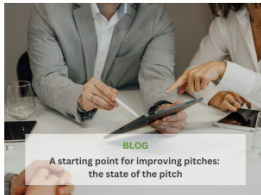


Blog

A starting point for improving pitches: the state of the pitch

October 1st, 2024 | Stephan Argent, Founder and Principal, Listenmore Inc.



Every agency that's ever participated in a pitch knows RFPs and pitch processes can be far from perfect. We've all heard the horror stories, and whether the pitch is run directly by a client or a search consultant, win or lose, we all sense there's probably room for improvement. While we know there were **more than 150 pitches undertaken in Canada last year**, what we don't know is the range of pitch practices agencies are faced with and where specifically we should be calling for change.

The State of the Pitch Survey

Last year, our partners at [TrinityP3 in Australia](#) pioneered a survey to capture much-needed data on the state of the pitch landscape to help the industry understand the good, the bad, and the ugly of pitching across Australia. The information gathered is now a starting point for an industry discussion around pitching based on actual data rather than hearsay. Today, we are joining forces with Campaign to launch the State of the Pitch survey here in Canada. The 2024 survey is hosted by Campaign and we are **encouraging our advertisers to encourage their agencies involved in pitches to participate**.

Survey Participation and Objectives

We are asking every agency that participates in any pitch – irrespective of winning or losing – to complete the survey. The link can be used as many times as needed – one for each pitch. Because pitches are typically confidential, we're not mandating any information that can be linked back to a particular advertiser, agency, or pitch. Likewise, **details of any single survey response will never be revealed**.

This is not about who won or lost; it is about how well those pitches were managed.

The survey will enable us (hopefully on an annual basis) to **report on trends in pitch behavior and to start a meaningful dialogue with brands about improving the process for everyone in Canada**.

Sampling will commence from September 21, 2024, but any pitch you have participated in since January 2024 can be included. Campaign's global team of data analysts will then work to process the findings, producing a **full, anonymized report in Spring 2025**.

Building a Comprehensive Picture of Pitching

In short, every pitch agencies participate in moving forward can now be included – no matter how big or small. Each and every contribution made will add to and inform a rich view of the state of pitching with which we hope to effect a positive change.

Our goal is to hold up a mirror to the industry that will inform – and hopefully transform – pitch processes based on agency input. It will start conversations between clients, agencies and consultants on what constitutes good pitching and what doesn't. This is an opportunity to help our industry get it right and eliminate the practices that drive us all crazy.

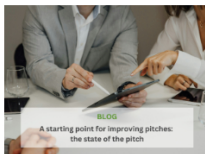
Thank you in anticipation. Collectively, **let's bring a more informed discussion to the State of the Pitch to Canada**.

[Stephan Argent](#) is Founder and Principal at [Listenmore Inc](#) offering confidential advisory to marketers looking for truly independent insight and advice they can't find anywhere else. Read more like this on the blog [Marketing Unscrewed](#) / follow Stephan on X [@StephanArgent](#).

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