

**4As PITCH POLICY  
Rules and Regulations**

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## I. Introduction

**As our industry-landscape evolves, so do the need for greater transparency, structure, and balance in the pitch process. This policy has been updated to ensure that the collaboration between agencies and clients remains productive and mutually beneficial providing clear guidelines for organizing, conducting, and concluding pitches.**

## II. Definitions

A. “Advertising Agency or Agency” shall mean a service organization or association, which is established and operated for the purpose of counseling on, creating, producing, and/or implementing advertising programs for and on behalf of advertisers in various forms of media (ASC Code of Ethics).

B. “Advertiser or client” shall mean the person or entity on whose account or for whom the advertisement is prepared and disseminated (ASC Code of Ethics).

C. “Pitch” shall mean the act of a 4As member agency to respond to a client’s brief by developing any new, original pieces of work to manifest their response to the client-ask.

- **“Chemistry Pitch” A presentation focused on an agency’s ethos, philosophy and ways of communication without presenting new creative output. This type of pitch helps clients understand the agency’s values and approach and team members without requiring speculative work.**
- **Financial Pitch: A bidding where the primary ask is a request for cost-proposal.**

D. “Affiliate Agencies” shall mean advertising agencies that have close connection, association or agreement with a Philippine advertising agency in terms of usage of name and network, sharing of philosophies, identity of interests, interlocking directorate or ownership, or control, supervision or actual interest over the latter’s business, operation or direction.

E. “Additional Work on Pitch Materials” shall mean any addition, subtraction, change, revision or amendment on the original pitch formulated and eventually presented by an advertising agency upon the request or requirement of the client.

F. “Public Relations Campaign” shall mean a communication initiative that utilizes different forms of media in order to convince the public about the goodwill of a person, brand, product or service, and foster a favorable relationship between the two.

## III. Member Agencies covered by the Pitch Policy Rules and Regulations

- a. **All 4As Member Agencies and their subsidiaries, affiliate agencies** are required to abide by the pitch policy rules and regulations effective March 1, 2025.

#### **IV. Works covered by the Pitch Policy Rules and Regulations**

**The scope of work covered by the 4As Pitch Policy includes any creative communication proposal developed by a member agency in response to a client's brief. This encompasses a wide range of strategic and creative outputs aimed at addressing a client's specific needs or business objectives.**

- 1. Campaign Strategies: Comprehensive plans outlining how to approach a marketing challenge or opportunity, including positioning, messaging, and key creative approaches.**
- 2. Speculative Creative Bids: Original creative ideas, concepts, and designs that are presented to the client with the intent of showcasing how the agency would approach a campaign or project, without a prior contract in place.**
- 3. Concept Development: The formulation of core creative ideas or themes that drive the overarching narrative or visual identity of a brand or campaign, tailored specifically to the client's goals.**
- 4. Media Plans: Recommendations on the optimal media channels, targeting strategies, and allocations to ensure the proposed campaign reaches the desired audience effectively.**
- 5. Digital Assets and Content: Development of digital-first assets such as website designs, social media campaigns, mobile experiences, and interactive content in response to a client's digital brief.**
- 6. Creator / Influencer Campaigns: Development of creator and/or influencer campaigns, strategies, tactics in response to the client's ask.**

#### **V. Works NOT covered by the Pitch Policy Rules and Regulations**

**The following types of work are not covered by the 4As Pitch Policy and are exempt from the pitch fee structure, recognizing that these situations either do not require speculative creative output or involve specific, pre-existing relationships between agencies and clients:**

- a. Credentials Presentations**
  - i. When a client requests an agency to present their credentials, including past work, experience, and capabilities, without requiring any new creative or strategic work, this is exempt from pitch fees. The focus is on reviewing the agency's portfolio rather than creating original proposals.**

**b. Agency Initiated Presentations**

- i. If an agency takes the initiative to present unsolicited strategic or creative work to a client, whether in the form of proactive ideas or solutions, the agency is not entitled to charge a pitch fee. These are considered voluntary offerings outside the formal pitch process.**

**c. Global or Regional Pitch**

- i. Pitches initiated by a regional or global office that bypass local agency involvement are not covered. These typically involve decisions made at a global level and do not fall under the jurisdiction of local pitch guidelines.**

**d. Government Projects and Corporation**

- i. Pitches for projects called by government agencies, units, or government-owned and controlled corporations (GOCCs) are not subject to pitch fees. These public sector projects often follow specific procurement guidelines that are outside the scope of the 4As Pitch Policy.**

**e. Public Relations Campaigns**

- i. As stated in Section IV. paragraph b above, provided the client does not require the submission of creative work, the pitch fee does not cover public relations campaigns**

**f. Non-Media, Design-Based Pitch**

**Pitches for design-based projects, such as merchandising materials, point-of-sale (POS) displays, collaterals, label designs, or calendars, are exempt from pitch fees provided that the requirement does not exceed three executions. Design work that involves limited or non-media-based outputs does not fall under the formal pitch policy.**

**g. 5-Way Exclusive 4As Agencies Pitch with an output of ONLY 1 BIG IDEA & 1 KEY EXECUTION.**

**If a client invites only 4As member agencies (with a maximum of five) to participate in a pitch, and no non-4As agencies are involved, the pitch is exempt from fees. The output to remain exempted should only include 1 Big Idea and 1 Key Execution (or proof of concept).**

## VI. Pitch Fee Structure

The 4As Pitch Policy outlines the following fee structure for pitches beyond exempted categories:

1. **1 Big Idea + 2 Executions: ₱100,000**
  - This covers the development of a core campaign idea with two accompanying executions to demonstrate the concept in practice.
  -
2. **1 Big Idea + Complete Communications Plan: ₱150,000**
  - This includes not only the Big Idea but also a full communications plan detailing the media strategy, timeline, and other supporting elements.
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Pitch fees are subject to yearly review by the 4As Board and may be adjusted according to prevailing industry conditions. These fees will be divided as follows:

- 85% of the fee goes to the participating agency.
- 15% goes to the 4As Secretariat as an administration fee for overseeing the pitch process.

### Transparency on Pitch Fees

• To avoid claims of waived fees, PM will issue a single invitation email to all agencies simultaneously, ensuring mutual accountability and adherence to pitch policy.

**IT IS IN THE BEST INTEREST OF ALL STAKEHOLDERS TO FOLLOW THE SPECIFIED OUTPUTS IN KEEPING WITH THE SPIRIT AND PRINCIPLE BY WHICH THESE LIMITATIONS WERE SET.**

## VII. Comprehensive Pitch Procedure and Process

### a. Key Roles in the Pitch Process

#### Client:

The client may initiate the pitch process by either directly contacting agencies or reaching out to the 4As PM or 4As Secretariat.

**Pitch Manager (PM):** The PM is a 4As Philippines personnel hire that is not affiliated with any of its member-agencies. S/he is responsible for overseeing the pitch process from start to finish. The PM ensures the fairness, transparency, and integrity of the process and acts as the official representative of 4As during the pitch. While the Secretariat manages administrative duties, the PM is the figurehead ensuring the procedural integrity. Lastly, the PM reports directly to the chairperson in charge of the Pitch at the 4As Philippines' board of trustees.

**PM Duties Include:**

- Validating the pitch details, including checking exemptions or pitch fee requirements.
- Ensuring that both clients and agencies adhere to the pitch policy timelines and requirements.
- Acting as the main point of accountability during the pitch process to maintain fairness and confidentiality.
- Confirming the outcome of the pitch and ensuring timely feedback from the client is provided to agencies.

**Pitch Manager Role Clarification**

- PM handles only the initial pitch request (all requests must go through PM).
- PM steps out after requirements briefing, but may follow up with clients on delayed pitch decisions.
- The spirit of directing conversation to the Pitch Manager is so that it is handled with care, and protect relationships.

**4As Secretariat: will be supporting the PM administratively.**

**Adjunct Knowledge Support via 4As Pitch Navigator GPT**

- Whether utilized by Agency teams, and/or used by your clients, the tool enables users to gain more clarity in real time.

**Comprehensive Pitch Procedure and Process**

The Pitch Manager (PM) plays a central role in overseeing and managing the pitch process, directly engaging with both the client and the agencies from the start. The 4As Secretariat supports this process administratively, ensuring documentation and compliance, but agencies work primarily with the PM and the client.

**Agencies:**

When contacted directly by a client, agencies are responsible for ensuring that the pitch process is officially initiated through the 4As PM. Once the pitch is confirmed and the agency is introduced to the client by the PM, agencies handle coordination for briefings, pitch submissions, and timelines. Agencies are also responsible for invoicing the client and remitting the required portion of fees to the 4As Secretariat as per policy guidelines.

**Ensuring Transparency and Collaboration.** This consolidated procedure and process guarantees a collaborative, structured approach that accommodates the realities of client-agency interactions. By ensuring that all parties—whether starting the process directly with an agency or through the Secretariat—follow a transparent and fair system, the pitch process is optimized for both clients and agencies to achieve the best results. The involvement of the neutral PM ensures fairness, while maintaining flexibility for clients and agencies to directly coordinate, thus fostering a productive working relationship.

## Step 1 - Client Initiation and Direct Inquiries

- The client may initiate the pitch process by:
  - Contacting the PM directly to begin the pitch process, or
  - Contacting an agency directly, in which case the agency will refer the client to the PM to formally start the process.

See standard letter or text response that agencies may use reply to clients when the latter reaches out directly to the former.

**Subject: Thank You for Your Inquiry – Next Steps in the Pitch Process**

Dear [Client's Name],

Thank you for reaching out to [Agency Name]. We appreciate the opportunity to be considered for your upcoming pitch.

As part of our commitment in maintaining a clear and transparent pitch process, we follow the 4As Pitch Policy to ensure a mutually beneficial collaboration. To proceed, please contact the 4As Pitch Manager (PM), Ms. Matec Villanueva ([matec.villanueva@4asphilippines.com](mailto:matec.villanueva@4asphilippines.com)) who will facilitate the initial phase of your request. We have also copied her in this reply. Ms Villanueva will reach out to you to formalize the necessary details, including any exemptions or applicable pitch fees.

We're excited at the possibility of working together and look forward to hearing more about your goals for this project.  
Looking forward to the next steps.

Best regards,  
[Your Name]  
[Your Agency Name]  
[Your Contact Information]

## Step 2 - Pitch Form Submission and PM Validation

- Once the pitch is initiated, the PM provides the client with a Pitch Form, which must be filled out with all necessary details (e.g., brand, timelines, agencies involved).
- The client submits the completed form to the PM, who reviews and validates the details, confirms any exemptions (e.g., Chemistry Pitch), and determines whether pitch fees apply.
- The PM manages the process from this point forward, ensuring compliance with the 4As Pitch Policy.

### **Step 3 - Agency Engagement with PM and Client**

- **The PM immediately notifies the agencies that are invited to participate, providing them with the relevant pitch details. Agencies are required to acknowledge their participation and readiness to proceed.**
- **Agencies can communicate directly with the client regarding briefings, schedules, and other pitch-related details, with the PM overseeing the process to ensure adherence to timelines and the pitch policy.**
- **The 4As Secretariat is kept informed of the progress as necessary, but agencies primarily work with the PM and the client throughout the pitch.**

### **Step 4 - Coordination and Preparation Period**

- **The client must provide the agencies a minimum of 15 working days from the final briefing date to prepare their creative and strategic responses.**
- **During this period, the PM continues to monitor the process, ensuring that timelines are respected and that agencies have everything they need to deliver their proposals effectively.**

### **Step 5 - Invoicing and Payment Process**

- **After confirming participation and validating the pitch details, agencies may issue invoices to the client for the appropriate pitch fees:**
  - **₱100,000 for a Big Idea + 2 Executions.**
  - **₱150,000 for a Big Idea + Complete Communications Plan.**
- **The PM ensures that the client settles the pitch fee within 60 days of receiving the invoice. The PM oversees this process, ensuring that payments are made on time.**

### **Step 6 - Collection and Remittance of Fees**

- **Agencies are responsible for collecting payment from the client and must notify the 4As Secretariat once the pitch fee is received.**
- **Within 7 working days of receiving payment, agencies must remit 15% of the pitch fee to the 4As Secretariat as an administration fee.**
- **The PM ensures compliance, confirming that the administrative fees are remitted and notifying the 4As Secretariat of the completion of the payment process.**

## **Step 7 - PM Oversight, Verdict Date, and Conclusion**

- **Throughout the pitch, the PM ensures that all parties—agencies and the client—comply with the policy and deadlines.**
- **The PM ensures the client announces the pitch verdict within 5 working days after the final presentation. If the client requires more time, they must notify the agencies and provide a revised timeline.**
- **After the pitch concludes, the PM ensures that agencies receive feedback from the client, maintaining transparency and allowing agencies to understand their performance for future pitches.**

### **b. Request for Additional Work on Pitch Material/s**

- i. If client requests for additional work or revisions on the pitch materials that were already submitted or presented by the member agency, the client has to pay a new round of pitch fee to the pitching agency. It is the duty of both the member agency involved in the pitch and the 4As Secretariat to inform in writing the client about the additional and separate pitch fee
- ii. Thereafter, the procedures provided in Article VII, Sections (a) to (e) above shall also apply in case of additional works or revisions to be made on the first submitted or presented pitch materials, or for subsequent additional works or revisions to be done thereafter for the client.

#### **Second Round Clarity**

- **For Second round pitch requiring additional work, request for it needs to be formalized by the client through an email to the concerned agencies and the PM**
- **Second round pitches are automatically charged 100k (first tier), with the output of 1 big idea and 2 proofs of concept**

### **c. Release of Pitch Results**

- i. The client must inform, in writing, all the participating agencies and the 4As Secretariat of the results of the pitch, whether or not there is a winner, within five (5) working days after the last member Agency has presented.
- ii. If for whatever reason, the results cannot yet be announced within the prescribed time frame, the client shall advise in writing all the participating agencies and the 4As Secretariat, of the revised timeline to announce the pitch results.
- iii. Losing agencies reserve the right to ask from client a detailed explanation on the reasons why they lost.

- d. Disputes about the pitch and the conduct and results of the pitching process
  - i. If any dispute concerning a given pitch or the pitching process arises, the 4As Board will appoint an ad hoc committee consisting of two (2) current trustees of the Board and three (3) representatives of 4As' member agencies to oversee and arrive at an amicable settlement of the dispute.
  - ii. The committee members should have no involvement in the pitch and the pitching process, and do not handle a competitive Client, or must not have handled a competitive client, for at least six (6) months prior to the time the dispute arose.

### **VIII. Updated Sanctions for Non-Compliance**

**To ensure compliance with the 4As Pitch Policy and uphold the integrity of the process, the following sanctions are applied in cases of non-compliance. These sanctions are designed to escalate based on the frequency and severity of the violation, ensuring fairness and encouraging adherence to the policy.**

#### **a. Late or non-remittance of the Pitch Administration Fee**

- i. **Agencies are required to remit the administration fee (15% of the pitch fee) to the 4As Secretariat within 7 working days of receiving payment from the client. Failure to remit this fee on time will result in the following sanctions:**
  - a. **1<sup>st</sup> offense:**
    - **A formal warning from the 4As.**
    - **Payment of the full pitch fee amount, plus 50% of the fee as a penalty.**
  - b. **2<sup>nd</sup> offense:**
    - **Another warning from the 4As**
    - **Payment of a penalty equivalent to twice (2x) the amount of the pitch fee.**
  - c. **3<sup>rd</sup> Offense:**
    - **Suspension from all 4As activities, including participation in awards (e.g., AOY, ARAL, and Creative Guild) for 12 months.**
    - **Payment of a penalty equivalent to thrice (3x) the amount of the pitch fee.**

b. Non-disclosure of Participation in a Pitch

- i. If a 4As member agency fails for whatever reason to disclose participation in a pitch or waives its pitch fee when payment of the same is due, the member agency will be penalized as follows:
  1. **1<sup>st</sup> offense:** Letter of warning from 4A's plus payment of a penalty equivalent to the whole amount of the prevailing pitch fee plus fifty percent (50%) thereof;
  2. **2<sup>nd</sup> offense:** Suspension from all activities of the 4A's for a period of twelve (12) months, including creative guild, AOY, ARAL, etc. plus payment of a penalty equivalent to twice (2x) the amount of the prevailing pitch fee;
  3. **3<sup>rd</sup> Offense:** Expulsion from the 4A's and payment of a penalty equivalent to thrice (3x) the amount of the prevailing pitch fee.

c. Backing out of a Pitch without a valid reason

- i. An agency that signifies its intention to participate in a pitch but, without valid reason, pulls out after the client has paid the corresponding pitch fee, will be penalized as follows:
  1. After Client Briefing: in addition to its responsibility to the client to refund the pitch fee it has received, it shall pay the 4As an amount equivalent to fifty percent (50%) of the pitch fee.
  2. After being Awarded the Account: in addition to its responsibility to the client to refund the pitch fee it has received, it shall pay the 4As an amount equivalent to one hundred percent (100%) of the pitch fee.

**IX. Confidentiality**

All documents, materials, or information whether in writing or not, which involve the pitch of the agency during the pitching process as well as those relating to the client's product or service that were provided by the client, shall remain strictly confidential until the client's applicable advertisement for its subject product or service is actually aired, published or displayed.

**X. Retention of Copyright Ownership**

The participating member agency will retain full copyright ownership on all the works submitted during the pitch, regardless of whether or not it has been declared a winner. It is thus, the responsibility of the participating member agency and the 4As Secretariat to inform the client of this matter on or before the client has submitted the Pitch Form to the 4As Secretariat.