

## CPG 02/2009: Competitive & Credential Pitches

Dear Members,

Based on our discussion at the previous Annual General Meeting, the Executive Committee has now finalized the Common Practice Guidelines for competitive and credential pitches. We hope that members find this guideline helpful and urge you circulate this to clients.

Julia Ahmad  
President

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## Common Practice Guideline 02/2009

Competitive pitch is defined as a full-fledge pitch exercise that encompasses strategic, creative and execution recommendations, while credential pitch refers to the selection of a consultancy based on existing capabilities, track record and talent.

Pitches – especially complex ones – require investment of time, experience, expertise and other resources that while not quantified as a matter of practice in our industry, do translate into financial costs.

While genuine pitches are part and parcel of our business, there are instances where pitches are a waste of consultancies' time. These include:

- 'charade' pitches conducted for the sake of compliance of clients' procurement requirements
- exploitation of consultancies for strategic, creative and execution recommendations without due compensation
- invitation to an unreasonably large group of consultancies

The objectives of the CPG 02/2009 are:

- to ensure clients exhaust the viability of their existing consultancy relationships, as longer term relationships encourage consultancies to invest resources for the benefit of clients' reputation, brand or objectives
- to encourage credential pitches, as successful relationships are invariably related to capabilities, track record and personal chemistry
- to inculcate a professional and ethical approach in engaging consultancies, thus helping to lift the respectability and status of the PR industry
- to avoid abuse of pitches to solicit uncompensated ideas

The Association recommends that member consultancies adhere to the following guidelines:

- refrain from participating in competitive pitches that involves more than three (3) consultancies or four (4), if the incumbent is included
- encourage clients to engage based on credential pitches or deploy credential pitches to narrow participating consultancies for competitive pitches to three (3) or four (4), if the incumbent is included

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