

MOST COMMON MISTAKES & FAILURES IN MEDIA PITCHING

www.stars-adria.com



ABOUT STARS & STARS ADRIA

We are the regional arm of STARS, dedicated to supporting advertisers in Southeast Europe with global expertise and local insight.

From our offices in Ljubljana, we help brands navigate complex media challenges — from agency pitches and auditing to advanced analytics and marketing mix modeling.

With a senior team that understands the local market dynamics and speaks the language of both marketers and CFOs, we bring clarity, control, and measurable impact to your media investments.



Barbara Modic
Managing Partner

Barbara Modic is an experienced Marketing and Media professional. She has worked on all three sides of the advertising triangle and has managed more than 200 media pitches in the Adriatic. With a track record of building companies, earning industry awards, and serving as a Global Effie Awards judge, she brings deep expertise and perspective to the industry.



Vesna Mardonović
Managing Partner

Vesna is an experienced professional with over 30 years of expertise in leadership, marketing, media, and negotiations. She brings a hands-on approach to media strategy, auditing, and leadership—ranging from building a successful media agency as CEO to enhancing investment effectiveness for a global healthcare leader.

COMMON MISTAKES & HOW TO AVOID THEM

COMMON MISTAKES

HOW TO AVOID THEM

- ✗ Pitching without clear goals** → **Start with business objectives, not just cost-cutting.**
- ✗ Over-focusing on price** → **Balance cost with capability, tools, and team quality.**
- ✗ Rushing the timeline** → **Allocate at least 8–12 weeks for the full process.**
- ✗ Skipping current audit** → **Use baselines to set fair expectations.**
- ✗ Using vague RFPs** → **Define scope, KPIs, deliverables, and team needs clearly.**
- ✗ Judging by “shiny” presentations** → **Test real scenarios and people, not just decks.**
- ✗ Neglecting post-pitch onboarding** → **Set milestones and transition plans early.**
- ✗ Running it solo** → **Use a neutral expert to ensure fairness and structure.**



FINAL TIP

Treat the pitch as the start of a partnership, not a contest. The pitch process should be purposeful and respectful. Invite only a few well-suited agencies - those truly capable of meeting your needs. A pitch is not about finding the "last agency standing, but a thoughtful process to choose a the right long-term future partner. Overloading or over-engineering it undermines quality and wastes valuable time—for everyone.

A streamlined, well-structured pitch builds trust, encourages better thinking, and reflects the kind of collaboration you want in the future.



CONTACT US



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