

TOPLINES OF THE BEST MEDIA PITCH PROCESS

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A successful pitch process is one that builds confidence, reveals agency potential, and positions your brand for smarter media investment.



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.

TOPLINES OF THE BEST MEDIA PITCH PROCESS



PREPARATION & BASELINE AUDIT

- Align internal stakeholders
- Define business/media goals first
- Audit current performance & contracts
- Decide about the pitch type and scale:
 - Full Pitch: Replacing current agency
 - Roster Review: Reassessing across markets
 - Capability Pitch: Adding digital, ecommerce, or content services.



RFI & RFP DEVELOPMENT

- Craft clear, transparent briefs
- Define scope, KPIs, team requirements, and fee structure expectations
- Prepare clear requests that outline what information (RFI) and proposals (RFP) you expect from each agency, so their responses can be easily compared.



AGENCY BRIEFINGS & CHEMISTRY MEETINGS

- Assess cultural and team fit
- Evaluate “future readiness” of the team
- Ask agencies to present against actual briefs or problems you’re facing. This tests relevance, not just creativity.



STRATEGIC & COMMERCIAL EVALUATION

- Score ideas, tools, innovation, cost
- Use weighting matrix (not just lowest fee)



NEGOTIATION & CONTRACT FINALIZATION

- Align incentives to deliverables
- Use benchmarks to validate terms
- Negotiate Fairly but Firmly



TRANSITION & ONBOARDING

- Communicate decisions respectfully to losing agencies
- Conduct a joint onboarding workshop and create a joint onboarding plan
- Set early KPIs and milestones

KEY SUCCESS DRIVERS

01

Stakeholder alignment from Day 1

02

Clear and consistent agency communication

03

Real-world tasks—not just “beauty deck” challenges

04

Strategic and financial balance in scoring

05

Disciplined evaluation and transparent decision

RUN FAIR BUT DEMANDING PROCESS

01

Set the pitch process and stick to it

02

Define clear meeting objectives and keep the timelines

03

Ensure all agencies have equal access to data and key stakeholders

04

Encourage interactive Q&As to reveal how agencies think and solve problems

DO NOT TURN THE PITCH INTO A CROWDED, EXHAUSTING 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.

FINAL WORDS

A successful media pitch is not about exhausting competition, but about building clarity, trust, and long-term value. When structured with purpose, fairness, and transparency, the process reveals the true potential of agencies and sets the foundation for stronger partnerships.

By aligning stakeholders, defining clear objectives, and ensuring disciplined evaluation, you create a pitch that saves time, secures better outcomes, and positions your brand for smarter media investment. With the right approach, every step of the pitch becomes a strategic advantage for lasting growth and measurable impact.



CONTACT US



+386 40 740 140

STARS – Media Auditing & Consulting d.o.o.

