

HOW TO CHOOSE THE RIGHT MEDIA AUDITOR TO RUN YOUR PITCH

www.stars-adria.com

Choosing the right media auditor sets the tone for your entire pitch. Pick one who's strategic, transparent, and focused on long-term value — not just short-term savings.



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.

WHAT TO LOOK FOR IN A MEDIA AUDITOR?



INDEPENDENCE & OBJECTIVITY

- Avoid firms with media buying affiliations. Look for audits with no conflict of interest.
- Auditors should be qualified professionals who follow recognized auditing standards.



INTERNAL FACILITATION SKILLS

- Your partner should help align internal stakeholders, define clear success criteria, and support structured evaluations.



CONTRACT & FEE KNOWLEDGE

- Ideal partners understand agency contract structures, incentive models, and can spot gaps in commitments' details or transparency.



REGIONAL AND GLOBAL INSIGHT

- Choose an audit partner that understands your regional markets and media dynamics—particularly important in multi-market or emerging market reviews.



PROVEN STRUCTURED PITCH FRAMEWORK

- Look for a defined and trusted process.





COMMERCIAL UNDERSTANDING AND STRATEGIC EXPERTISE

- Costs are just one KPI, consider business fit, strategy, tools, and talent. Select partners with strategic capability evaluation AND commercial experience
- They will understand your business needs.
- Ensure they can assess not just cost, but also tools, talent, innovation and readiness for the future. This is specially important in digital areas of the pitch, as innovation and changes in media landscape are fast and many.



Alignment with the client	Documents preparation and chemistry meeting	Cost offer comparison and analysis	Contract and transition
 <p>Kick-off meeting with the client</p>	 <p>Chemistry meetings</p>  <p>Timeline</p>  <p>Scoring</p>  <p>Cost table template</p>  <p>Contract draft & NDA</p>	 <p>Cost offer evaluation</p>  <p>Strategy evaluation</p>  <p>Comprehensive report evaluating the agency's proposal</p>	 <p>Assistance in contract negotiation</p>  <p>Assistance in transition process from one agency to another</p>

IMPORTANT QUESTIONS TO ASK

01

How do you balance cost vs. capability?

02

Do you model contracts and fees?

03

Can you support onboarding?

04

What scoring frameworks do you use?

BOTTOM LINE

The right media auditor helps you pick the right media partner—not just the cheapest.

FINAL WORDS

Selecting the right media audit partner goes beyond finding sharp negotiators - it means choosing a team that brings structure, transparency, and trust to the entire process.

At STARS, we combine global benchmarks, regional expertise, and independent insights to turn the pitch and contracting process into a strategic advantage.



CONTACT US



+386 40 740 140

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

