

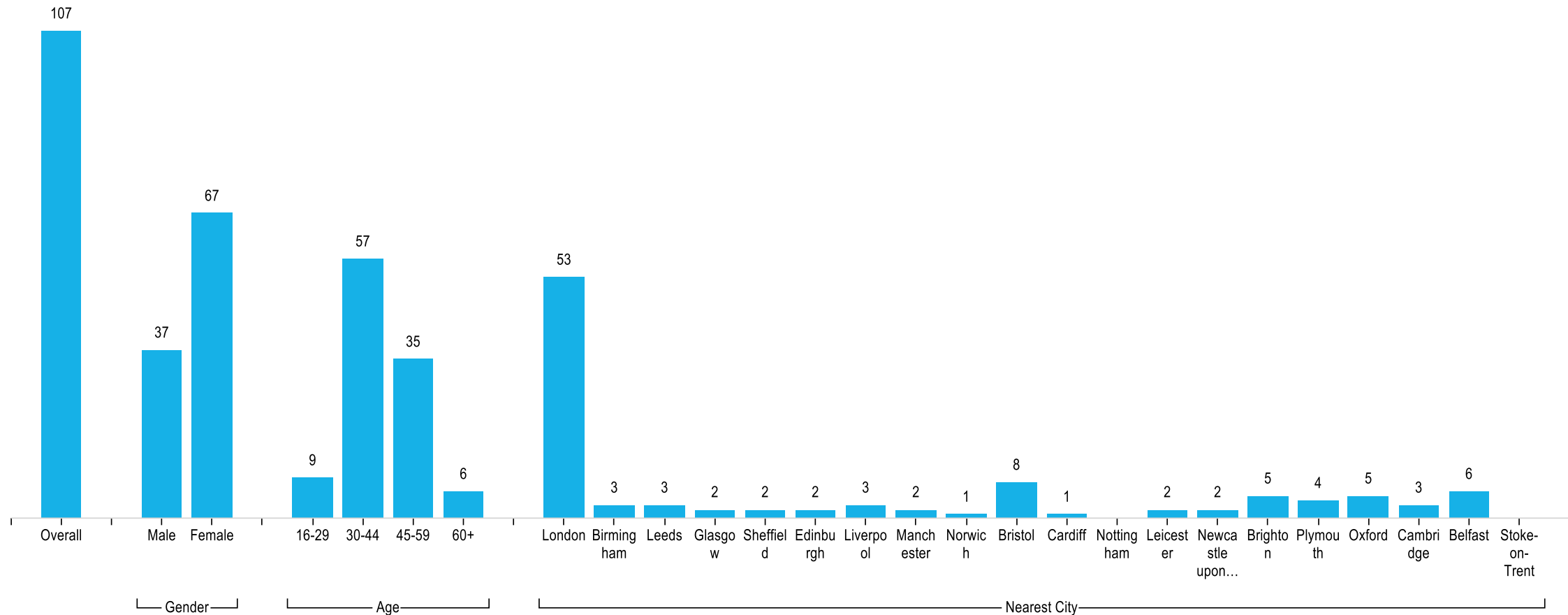


PRCA ANNUAL AGENCY BAROMETER REPORT 2021

30 September – 4 January 2022

107 respondents from the PRCA
database



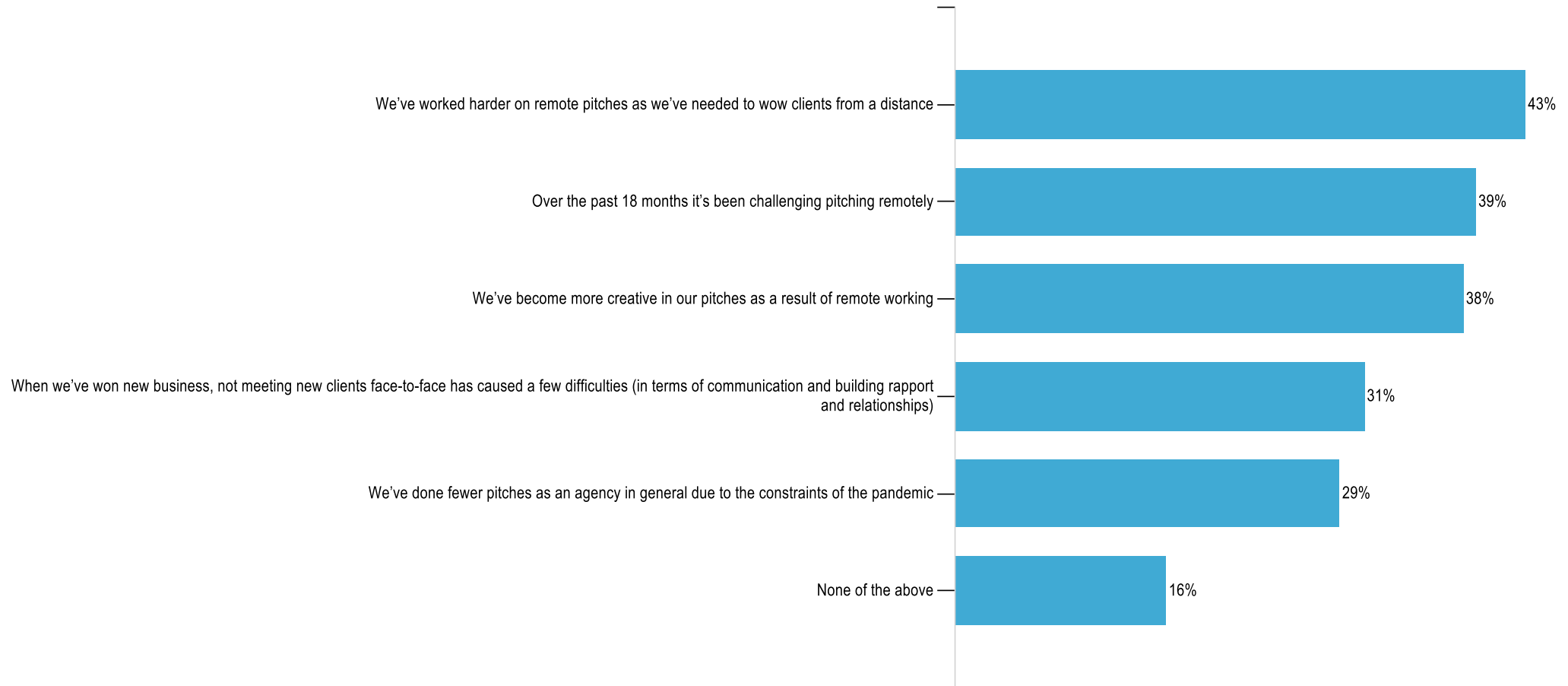


(N=107)

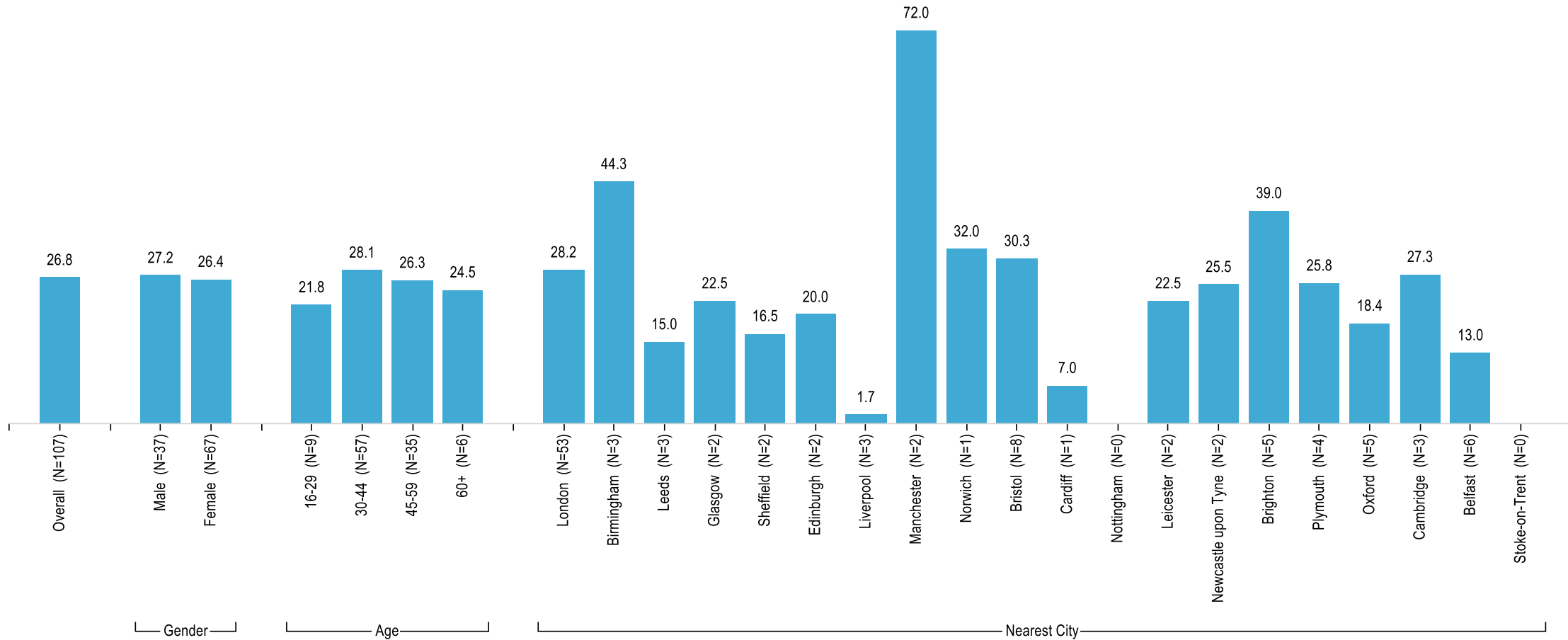
Survey Findings



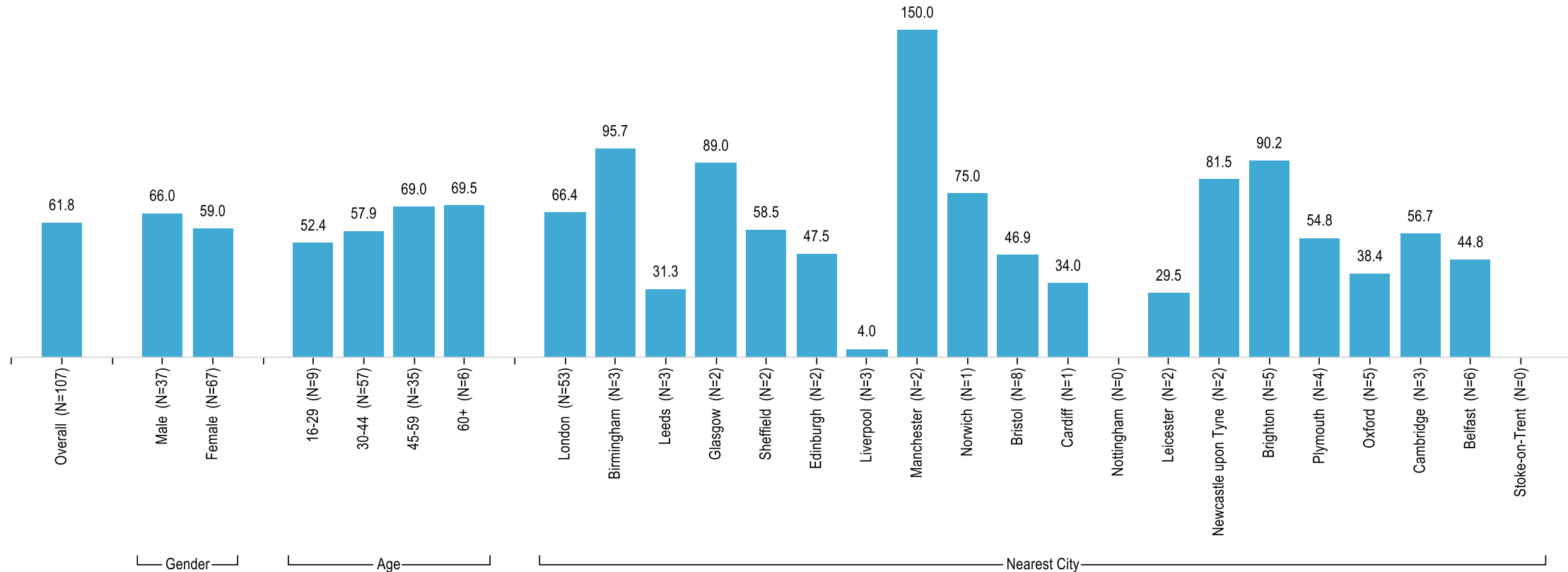
Thinking about pitching for new work (from both existing and potential clients), which of the following are true?



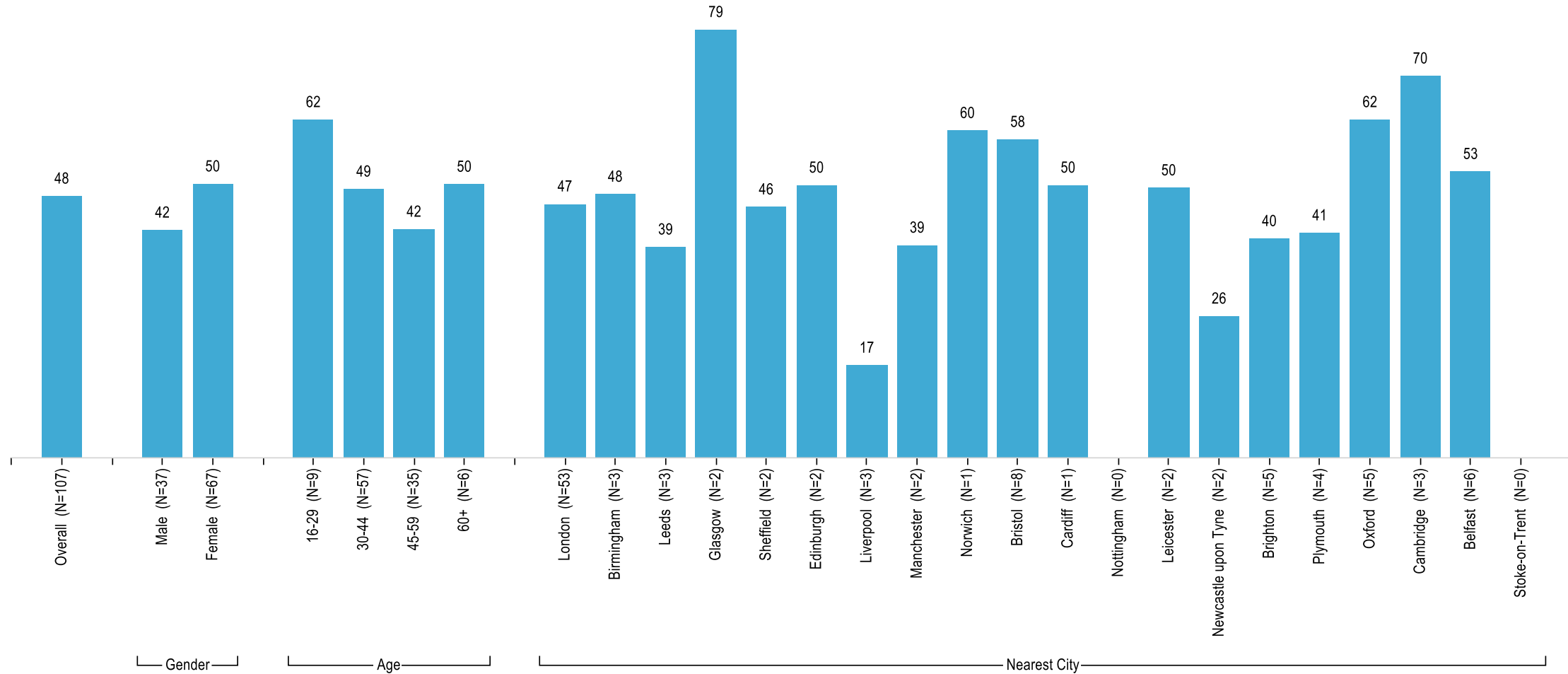
On average, how many pitches does your agency do every year?



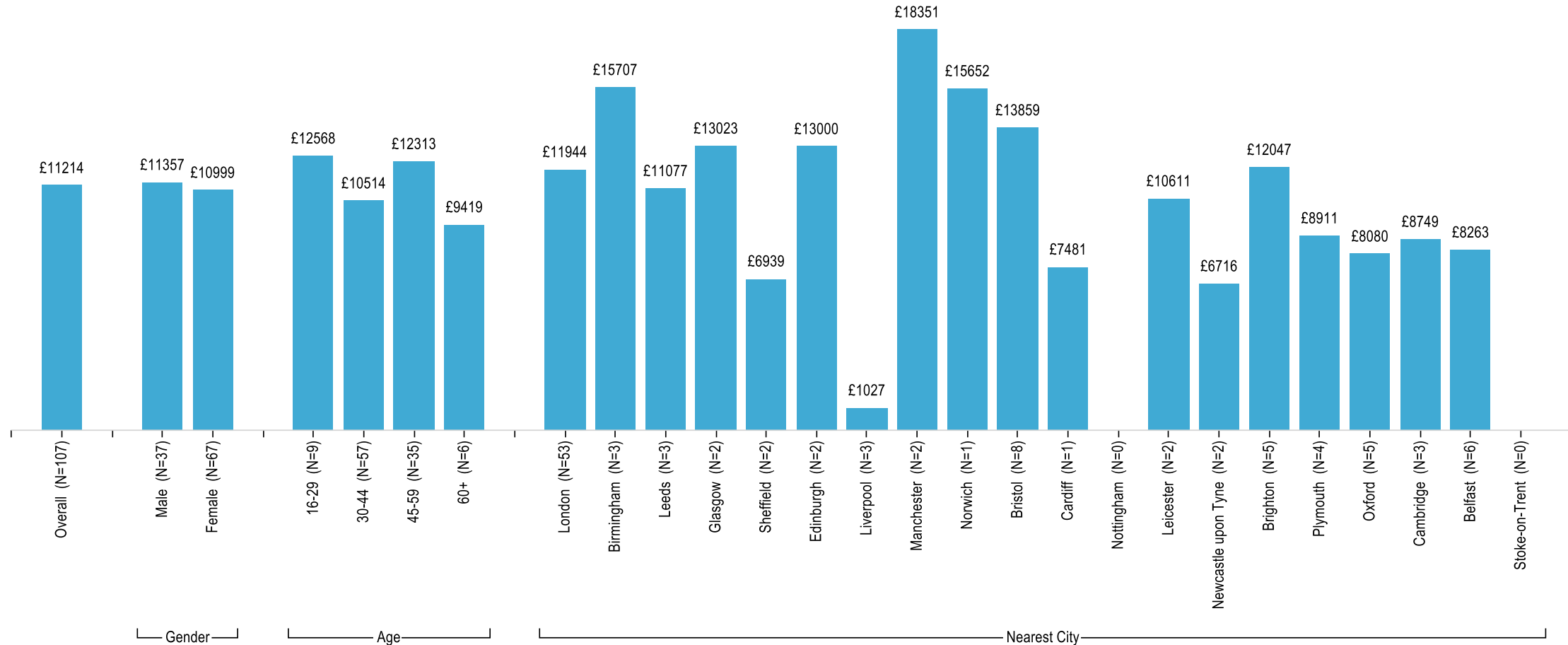
How long do you spend on average on a single pitch (think everything from brainstorms, strategy formulation, planning, tissue sessions, budgeting, pitch material prep, pitching itself - and travelling to and from pitch. Also think about how many people are involved and assign time for each of them):



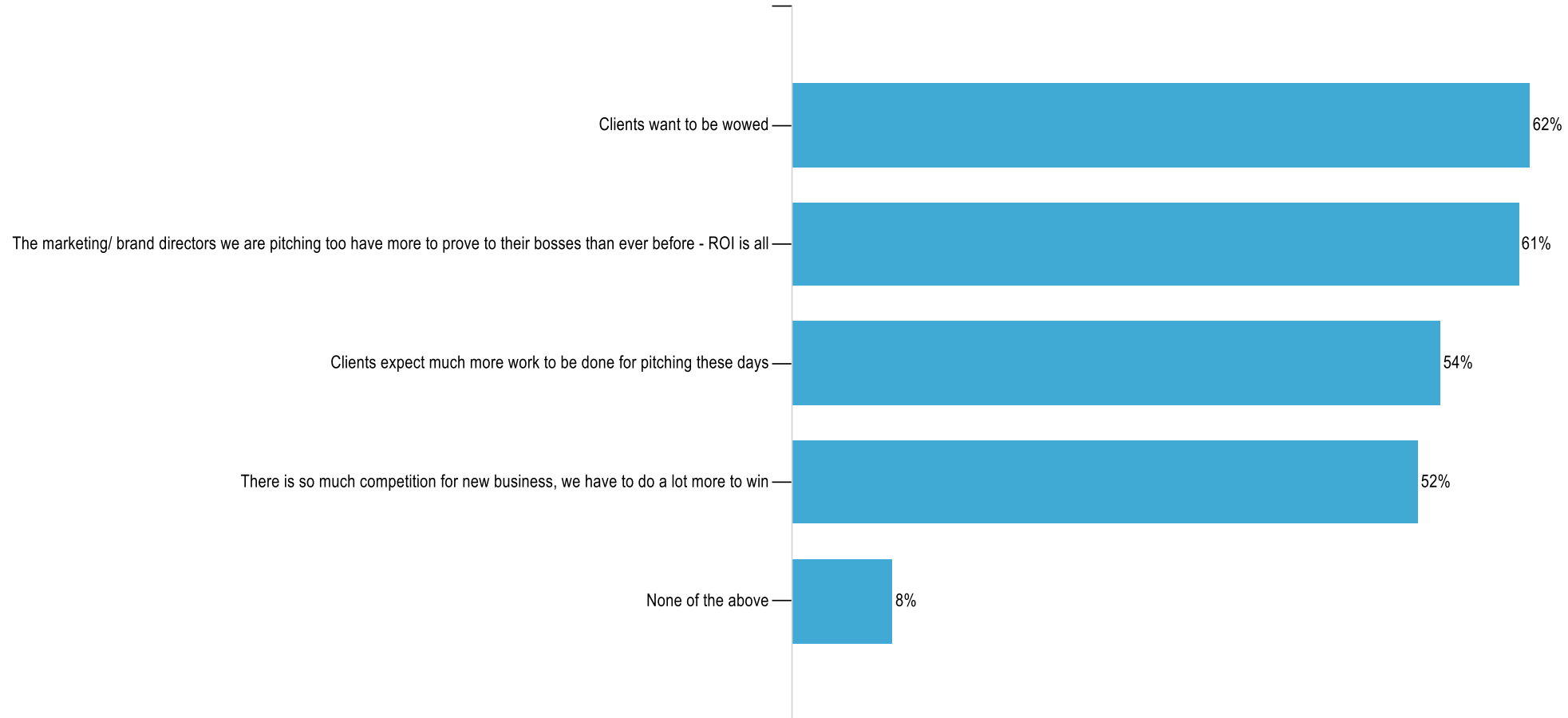
What percentages of pitches do you win on average?



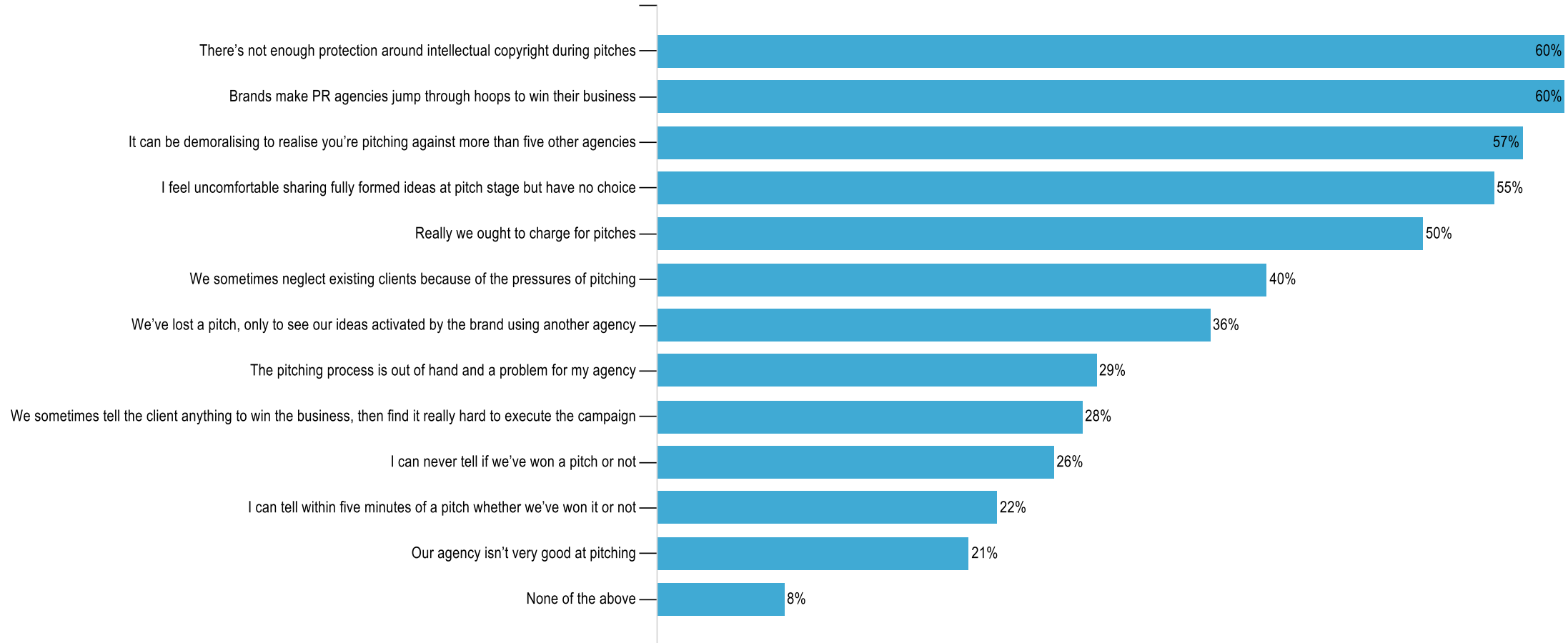
How much do you think your agency invests on pitching every year? (think about all costs involved, including staff time, freelance time, design and material production costs, travel and expenses costs, costs for paying for tender sites etc).



Which of the following statements do you agree with?



Which of the following are true to you?



Thank You

Perspectus Global
1.1
The Leather Market
Weston Street
London SE1 3ER

020 4505 3456
www.perspectusglobal.com/

