

A VIEW FROM THE PITCH

The latest trends and insights from Pile and Company

What we're seeing in agency search

Creative

This year, we've heard a call for "the return to creativity" from clients. The pendulum swung to data and analytics, and clients recognized the need for creative work that stands out. If a client is feeling like they are getting the same thinking and creative from their agency partner, they will look elsewhere.

Media

Media has been the drumbeat of the search business for the last five years, and it shows no signs of slowing down. We're seeing all advertisers—from the biggest to the smallest—looking for a media agency partner who can balance art and science. Media agencies must have the ability to tap into tools that provide actionable insights and answer the question, "What's next?"

Production

Brands are focused on production right now. Clients are thinking strategically about how to make the most of every shoot, optimize content across all channels and extend the shelf-life of their messaging. In short, high quality content for the most efficient cost.

What we're hearing from our clients

I don't need another report in my inbox. I need an agency to provide actionable insights that will drive business results.

VP, MEDIA, NATIONAL RETAILER

I need someone who fully understands our industry, how to drive engagement and performance.

VP, MARKETING, PHARMA

We need an agency to have a point of view and challenge us based on facts.

VP, MARKETING, CPG

What we're saying to agency partners

We know that it's a challenging time for agencies in terms of new business. Now more than ever, you must have the guts to say no. If a client or opportunity isn't right for you, turn it down. Only go after an account you have the right to win.

Meghan McDonnell
President



Answer the assignment. In a pitch, you need to demonstrate the depth of your experience and deliver on the assignment before you even consider delivering on any extras. Show how you would solve a client's problem to make the best impression.

Anacristina Kenney
Senior Consultant



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Pile and Company is a leader in agency search and management consulting.

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