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# DBA Guide to buying design



# 06 Pitch score sheet

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# For use when scoring the designers in the pitch

**The pro forma is an example and indicative of the sort of scoring sheet that has proved useful, especially where a pitch team is seeing a lot of agencies on one day.**

**You may want to develop it further, so that you can modify it to match what you are looking for and the information requested in the pitch brief sent to the invited agencies (see section 4).**

## **Notes on use**

The scoring system is up to you. It can be out of 5 or out of 10 for instance. You can apply a weighting score if there are elements of the pitch that are more important to you than others.

Ideally, the sheets should be completed at the end of each pitch. It is quite difficult to go back and remember who said what after a whole day listening to different designers talk about their work and how they will approach the project.

When briefing the pitch panel, ensure they bear in mind that you will be giving feedback to the unsuccessful agencies and will require as much detail as they can provide for each pitch to allow you to do this.

Put aside some time to prepare before you start calling the unsuccessful agencies, it is not an easy task to discuss why they might have been unsuccessful and they will want to ask questions to help them improve their performance next time round.

One of the ways to do this is to use a new sheet as the feedback sheet, aggregating all the comments and the scores so that you do not have to look through or shuffle all the sheets (with potentially difficult to read hand writing and doodles on) when on the phone to the agency. There is another pro forma that has been developed to help in the process (see section 7).

Client name

Project

Company

Representative

Date / /20XX

Subject	Comments	Score
Demonstration of design capability		
Pitch team attending (Are they the designers you will be working with?)		
Case study one		
Case study two		
Case study three		
Relevance of case studies		
Other work examples		
Design process		

Subject	Comments	Score
Approach to project		
Agency question/s		
Similar clients		
<b>Chemistry</b> (do you feel you could work with them?)		
Questions?		
Comments		
Notes/feedback		
Final score		

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## 07 Pitch feedback

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# For use when giving feedback to unsuccessful designers

Providing feedback is a vital part of the design buying process, enabling design agencies to understand how they have delivered, and how to improve, giving you the opportunity to concisely log the output of the meeting.

We have developed a template for you to build upon below.

Subject	Comments
<b>Introduction to the pitch/ proposal process</b>	Give a bit of background as to how the pitch process went, how they got to be invited to the pitch itself, how many agencies attended, who won (if allowed to communicate). Confirm what you were looking for and how you have satisfied the need that was communicated.
<b>How they did</b>	Give an overview as to the pitch teams view of their performance, how they did compare to the group, where they came (if an order established) what their scores were (if you are prepared to share them), what the judging team liked, where they thought they were not as strong as the winner.

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<b>Subject</b>	<b>Comments</b>
<b>Positive points</b>	List any positive points or areas that they were strong on or scored well.
<b>Negative points</b>	List any negative points or areas that they were weaker on or were scored down on.
<b>Individual comments</b>	Feedback any direct quotes or comments from the judging panel. Any further steps or what happens next.

Thank you for taking part...