



PITCH CHELLA

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INTRODUCTION TO PITCH-CHELLA

Welcome to Pitch-Chella – where your skills meet opportunity and creativity.

‘Pitch-Chella’ is an innovative initiative launched by the IMAA to showcase the incredible talent within the indie sector. This Awards Programme is specifically designed for IMAA agency members who have been in the media industry for five years or less. It offers a dynamic platform for budding professionals to team up, enhance their pitching skills, share knowledge, and foster collaboration across the industry.

PURPOSE OF THE AWARDS PROGRAMME?

The primary goal of ‘Pitch-Chella’ is to cultivate a spirit of collaboration among independent agencies and provide emerging talent with opportunities to learn from seasoned industry professionals.

This initiative enhances entrants pitching skills and allows them to participate in an Awards Programme that will increase their brand through PR exposure while they have fun and learn.

STRUCTURE OF THE AWARDS PROGRAMME

- **Team Configuration:** Entrants can join individually or form teams. Team configuration is between 2-4 members. Agencies may submit their own teams, or individuals can join forces with other agency staff. The IMAA will also assist individuals with forming a team.
- **Eligibility:** This opportunity is exclusive to IMAA Members with five years or less tenure in the media industry.
- **Exclusions:** C-Suite executives are not eligible to participate.
- **Accessibility:** This nationwide Awards Programme is conducted virtually, including the final pitch.
- **Registration:** The number of teams an Agency can submit is unlimited. However, there is a cost involved for participating:
 - Individual = \$90 (ex GST)
 - Team = \$300 (ex GST) per 4 entrants.

AWARDS PROGRAMME BENEFITS

Agencies benefit from:

- Enhanced collaboration amongst internal agency teams or other independent agencies.
- Exposure for members to larger and more complex briefs.
- Investing in staff.
- PR of an agency's involvement with this initiative.

Employees will enjoy:

- Extensive networking and collaboration across the industry.
- Recognition of their skills and contributions.
- Increase in personal brand, through PR and social media channels.
- Networking.
- A fun and enjoyable experience.
- Opportunity to showcase their skills to a wide market.

AWARDS PROGRAMME CRITERIA

- Eligibility is limited to IMAA members.
- Entrants must have a tenure of no more than five years within media.
- Any discipline, including Investment, Strategy, Client Lead, Data, Tech, and Sales can apply.

AWARDS PROGRAMME COST

Individual = \$90 (ex GST) per applicant

Team = \$300 (ex GST) per 4 entrants.

Payment by Friday July 12th, 2024

APPLICATION CRITERIA, ELIGIBILITY & EXPECTATIONS

This Awards Programme will run for two months. Below is a timeline of the key milestones.

The one key expectation is that each entrant must be available to collaborate with their team over this period. If shortlisted as a finalist, all team members must be available on Fri 30th August for the virtual pitch.

Individual's expected involvement will be at their discretion based on how much time they dedicate to this competition.

Mon 1st July: Applications open

Fri 12th July: Applications close

Mon 22nd July: IMAA announces team structures. Briefs will be provided to each team.

Fri 16th Aug: Teams submit a written response to the brief.

Mon 19th Aug–Fri 23rd: Judges reviewing all written brief responses.

Mon 26th Aug: Feedback provided to each team. Shortlisted finalists announced.

Fri 30th Aug: Shortlisted finalists virtual pitch to 6 judges (15-minute presentations).

Wed 18th Sept: Winners announced, celebratory event (hosted in Sydney) for all entrants, IMAA members and Media Partners.

JUDGING CRITERIA

Judges are searching for innovative, intelligent, and creative applications that can generate a disproportionate impact compared to category, client, and market benchmarks.

The winning entry will demonstrate a clear understanding of consumer behaviour and the effective utilisation of media innovation.

All submissions must be entered with a media plan.

WHY IS THIS WORK RELEVANT FOR MEDIA? (15% weighting / 250 word count)

- Clearly articulate the role of media in building and enhancing campaigns.
- Outline what sets this work apart from day-to-day brilliance.
- Share key takeaways from this work that the industry can learn from.

OBJECTIVE & PROBLEM (25% weighting / 250 word count)

- Background & brief.
- Clearly stated and unique marketing challenge.
- Defined marketing objectives that can be quantified and measurement framework.

INSIGHT & STRATEGY (30% weighting / 500 word count)

- A strong justification for the source of brand growth, awareness, and audience definition.
- A one-of-a-kind, well-supported, and clear insight.
- A consistent, persuasive, and interconnected strategic approach.

IDEA & EXECUTION (30% weighting / 500 word count)

- A cohesive media concept that informs the overall media strategy.
- Clearly defined roles for channels and tactics.
- Inclusion of IMAA media vendors.
- Innovative and original media implementation.
- Provide creative examples so ideas can be viewed in situ

SOURCES

- Please provide sources for all statistics and claims included throughout the text.
- Additionally, ensure that the sources are appropriately numbered and easily identifiable.

TERMS AND CONDITIONS

- This programme is exclusively available to members of the IMAA with a tenure of 5 years or less in media.
- No C Suites.
- Entrants must be committed to actively participating in this initiative.
- Entry fee and travel costs are at the individuals / agency's own expense.

NEXT STEPS: HOW TO APPLY

Download the application form and return it to info@theimaa.com.au by Friday, July 12th.



**PITCH
CHELLA**

INFO@THEIMAA.COM.AU