NEW BUSINESS — EXECUTIVE BRIEFING

New Business Pitch Briefing

A category we do not work in — the competitive read behind the pitch

DOCUMENT	PREPARED	OWNER	PAGES	STATUS
NBP-27-052	August 2027	New Business	6	Illustrative sample

The read

Pitch it, and pitch on distribution rather than on brand. The category's two largest players have not moved their creative in three seasons, but both have doubled retail partnerships. The prospect's brief asks for a rebrand; the evidence says the problem is elsewhere.

3	2x	11	6
Seasons since incumbents changed creative	Growth in their retail partnerships	Competitors reviewed	Days of unpaid pitch work

THE EVIDENCE SUPPORTS

01 The category is competing on distribution, not on identity.

02 The prospect's visual identity is not the weakest in the set.

03 Two competitors have moved on the same retail accounts.

IT DOES NOT SUPPORT

01 That a rebrand addresses the stated problem.

02 The eight-week timeline in the brief.

What the client asked for.

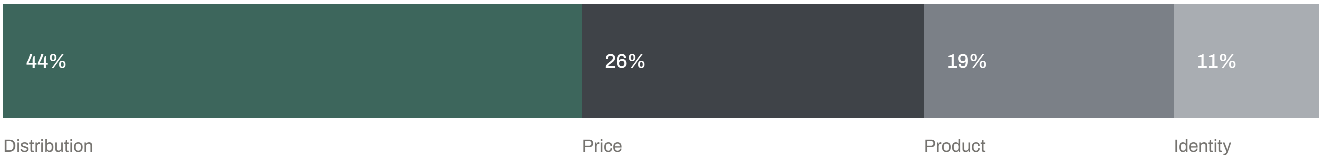
THE BRIEF · MCLEUKER HOUSE SET

SO WHAT The brief asks for the wrong thing, and saying so with evidence is a stronger pitch than answering it well. It also halves the unpaid work.

The category

WHERE THE CATEGORY COMPETES

Share of observed competitive moves, trailing three seasons.



THE TWO INCUMBENTS

	INCUMBENT A	INCUMBENT B
Creative refresh	3 seasons ago	3 seasons ago
Retail partnerships	+94%	+112%
Price movement	Flat	+4%
Assortment breadth	+31%	+22%
Paid social presence	Reduced	Reduced

Observed moves only — announcements without a visible change are excluded rather than counted.

What was actually made.

THE WORK · MCLEUKER HOUSE SET

SO WHAT Both incumbents stopped investing in creative and started investing in shelf. A rebrand would be the one thing the category has demonstrated does not move share.

The pitch is the product until the account is won, and nobody bills for it.

MCLEUKER HOUSE SET

What we pitch instead

THE REFRAME

They asked for	A rebrand, eight weeks
We propose	A distribution-led positioning sprint, four weeks
Then	Identity work only where distribution requires it
Why it wins	It answers the problem they have rather than the one they described
Risk	A reframe can read as not answering the brief — it is scoped as phase one, not a refusal

SCOPE AND COST

PHASE	WEEKS	DELIVERABLE	FEE BASIS
1 Positioning	4	Category read, position, account map	Fixed
2 Identity	6	Only if phase one requires it	Fixed, on trigger
3 Rollout	8	Asset system and guidelines	Retainer

SO WHAT Scoping the reframe as phase one rather than as a rejection is what makes it winnable. It also converts an eight-week unpaid pitch into a four-week paid engagement.

Decisions

DECISIONS ARISING FROM THIS BRIEFING

DECISION	OWNER	BY	IF IT IS NOT TAKEN
Pitch the reframe rather than the brief as written	Managing Director	22 Aug	We compete on the brief and win the wrong work
Cap unpaid pitch work at three days	New Business Lead	22 Aug	Six days go into a pitch most agencies lose
Build phase two as a triggered scope, not an assumption	Managing Director	29 Aug	Identity work is assumed and then unfunded
Confirm the account map before the pitch meeting	Strategy Lead	05 Sep	The distribution argument is asserted, not shown

SOURCES AND BASIS

Competitive moves — public announcements and observed retail presence, trailing three seasons.
Retail partnerships — retailer stockist listings compiled at the date of this document.
Prospect brief — as issued, quoted rather than paraphrased.

ILLUSTRATIVE SAMPLE

This document is a rendered SAMPLE of the New Business Pitch Briefing template, produced to show its structure, exhibit inventory and register. The figures in it are illustrative and are not market intelligence. A real run of this template researches and cites its figures with an as-of year for each, or marks them as modelled and states the basis — the rule the template itself carries.