



**PITCH
WATCHDOG**

**“120-day payment terms”
“e-auctions”
“pre-pitch contracts”
“all ideas at pitch owned by our company”**

Pitch Watchdog is a confidential service that enables agencies to report negative and positive experiences with client pitches and throughout a client relationship.

In receiving this information, the ICA will act to protect agencies from bad practice and shine a light on great relationships.

Any actions taken by the ICA will be as a voice for the agency sector and not specify individual agencies, unless requested to do so.

Pitch Watchdog is in partnership with the Marketing Agencies Association (MAA) in the UK. If needed the ICA and MAA will collaborate in coordinating a Trans-Atlantic response to protect the agency sector.

TO CONTACT PITCH WATCHDOG

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 **INSTITUTE OF
COMMUNICATION
AGENCIES**