



**Want to Get a Prospective
Client's Attention?
Tell Them Something They
Don't Already Know.**

What Gets Agencies in Front of Prospective Clients Today?

- . Relationships & referrals**
- . Distinctive thought leadership**
- . Relevant case histories/results**
- . Deep category or customer insight**
- . A provocative point of view about the prospect's business**
- . Something genuinely new the prospect hasn't heard before**

The first several can get you considered.

The last one can make you memorable.

A Powerful **Emotional Truth™**
About Their Brand Can Be the
Most Valuable Things an
Agency Can Bring to a New-
Business Pitch.

**What if, before the pitch,
you could discover a
powerful Emotional Truth™
about the prospect's
customers that neither the
prospect nor its current
agency had recognized?**

We've done it before.

SALADA TEA

Kim's analysis revealed the pitch. Two out of three tea drinkers also drink coffee.

“The Coffee Drinker's Tea.”—
enough flavor to satisfy even a coffee drinker.
Result: An on-box tagline significantly
increased impulse purchases.

NORTHEASTERN UNIVERSITY

Students didn't just want a diploma.
They wanted assurance of a job.

“Education That Works.”

Student Applications: **#87 → #3**

ARTHUR D. LITTLE

Prospects weren't simply concerned about consulting costs. First-to-market products make the money.

“Time Effective, Not Just Cost Effective.”

Result: **6 new clients.**

**Before You Pitch What You
Can Do.**

**Discover Something They
Don't Know.**

Wallace Washburn Branding can conduct a preliminary Emotional Truth™ Opportunity analysis to identify several potential strategic opportunities before your agency approaches a prospective client—or begins developing a campaign for a new (or current) client.