

# BCP

BRANDED CONTENT  
PRODUCERS BELGIUM

# DOUBLE & TRIPPLE BID

## BEST PRACTICES

### BUDGETS <50K – DOUBLE BIDS

The pitching process in Belgium has changed a lot in recent years. More and more independent production companies are being asked to develop a full-fledged production offer for increasingly smaller budgets. However, developing a pitch is time and budget consuming and not always an added value for every project. More and more production houses charge a fee prior to participating in a pitch. BCP identified the following standard best practices which are being used to avoid wasted resources and to streamline the pitching process between advertisers, their communication agencies and production companies.

### BUDGET UNDER 50K – DOUBLE BID PITCH

The advertiser or its communication agency may request different production companies to submit their reels. Based on these reels, the advertiser or its communication agency can select a maximum of 3 independent production companies with their directors for a chemistry call.

During these discussions, the project will be reviewed, a connection will be sought, and all details will be discussed. After these calls, the agency will select a maximum of 2 production companies to develop the script into a production offer, including budget and planning. The project will then be awarded to 1 of the production companies.

In case the advertiser or its communication agency wishes to receive 3 Bids with a budget under 50K after all, it is a best standard practice to negotiate a fee to be paid if your production company is not retained.



