

# Savanta: Essentials Pitch Winner

Evaluate propositions to inspire confidence in the pitch process

## Introducing the Essentials range:

Essentials are a suite of research products that have been designed by our team of experts to offer a simple, cost effective alternative to answering your business objectives.



### How it works

Savanta's team of experts will work with you to craft your simple pitch winning questionnaire.

This can include up to 10 closed questions, in addition to basic screening and display of creatives.

#### Five key stages:

- Work with the Savanta team to adapt your questionnaire template
- Identify your target audience
- Survey in field
- Access online dashboard for results
- Understand the impact of your creative

#### We also incorporate:

- 1 video question (subtitles and transcription available)
- 1 open-end question



### What you will understand:

#### Helping you to...

- Test and validate ideas to support proposals
- Inform creative development
- Increase pitch success rates
- Understand your target audiences
- Bring color to your pitch by incorporating video-based feedback
- Go from questions to final data in as little as 24 hours, to fit within the ever-demanding pitch process

#### Costs:

Starting from \$1,500 (USD)

(Based on US Nat rep audience of n=250 completes)

## Why the Essentials Pitch Winner?

#### Benefits include:

- **Benchmarked data** – Understand where your offer fits. Over time, build up a benchmark library of all your creatives
- **A cost effective, high value alternative** – Essentials allows you to run your core projects at a lower cost in a post pandemic & economically uncertain market
- **Visual outputs** – Online dashboard with easy-to-understand set of deliverables
- **Expert design** – We will work with you to design a winning questionnaire
- **Video output** – Include a video response question in your pitch, putting real people to the insights you are presenting
- **Speed of delivery** – Working within consistent modules speeds up all elements of the process. Results can be turned around in as little as 24 hours

## Deliverables:

- Access to online dashboard with automated insights of key campaign metrics
- PPT charted output by question
- Excel data tables
- Pdf summary deck
- Online cross-tab functionality for data interrogation

Get in touch



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