



STV Growth Academy

20th February 2019





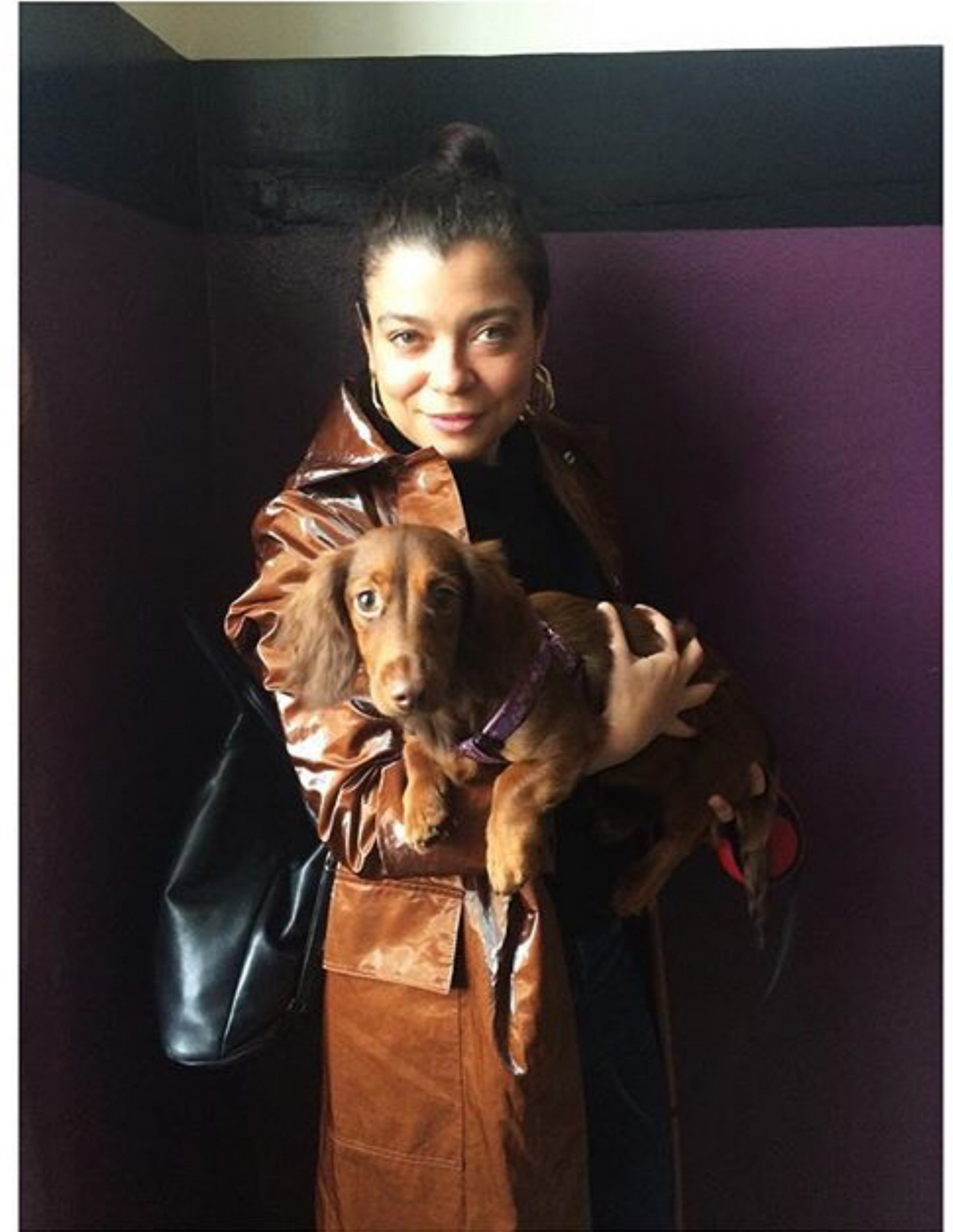
A Creative Spin on Elevator Pitches

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STV Creative

*& Dita. She is not employed at STVC. I'm shamelessly using her to win hearts & minds.



An (STV) Creative
spin on elevator
pitches

- Intro
- Elevator pitches - the basics
- Creativity - WHY?
- Some razzamatazz
- DIY

**We're STV's
award winning
in-house
creative agency.**

Over the past 10 years we've created hundreds of successful ad campaigns for companies of all sizes and sectors. Some of our previous clients include Scottish Fire and Rescue, Glasgow City Council, Ford, Lidl and Scottish Ballet.

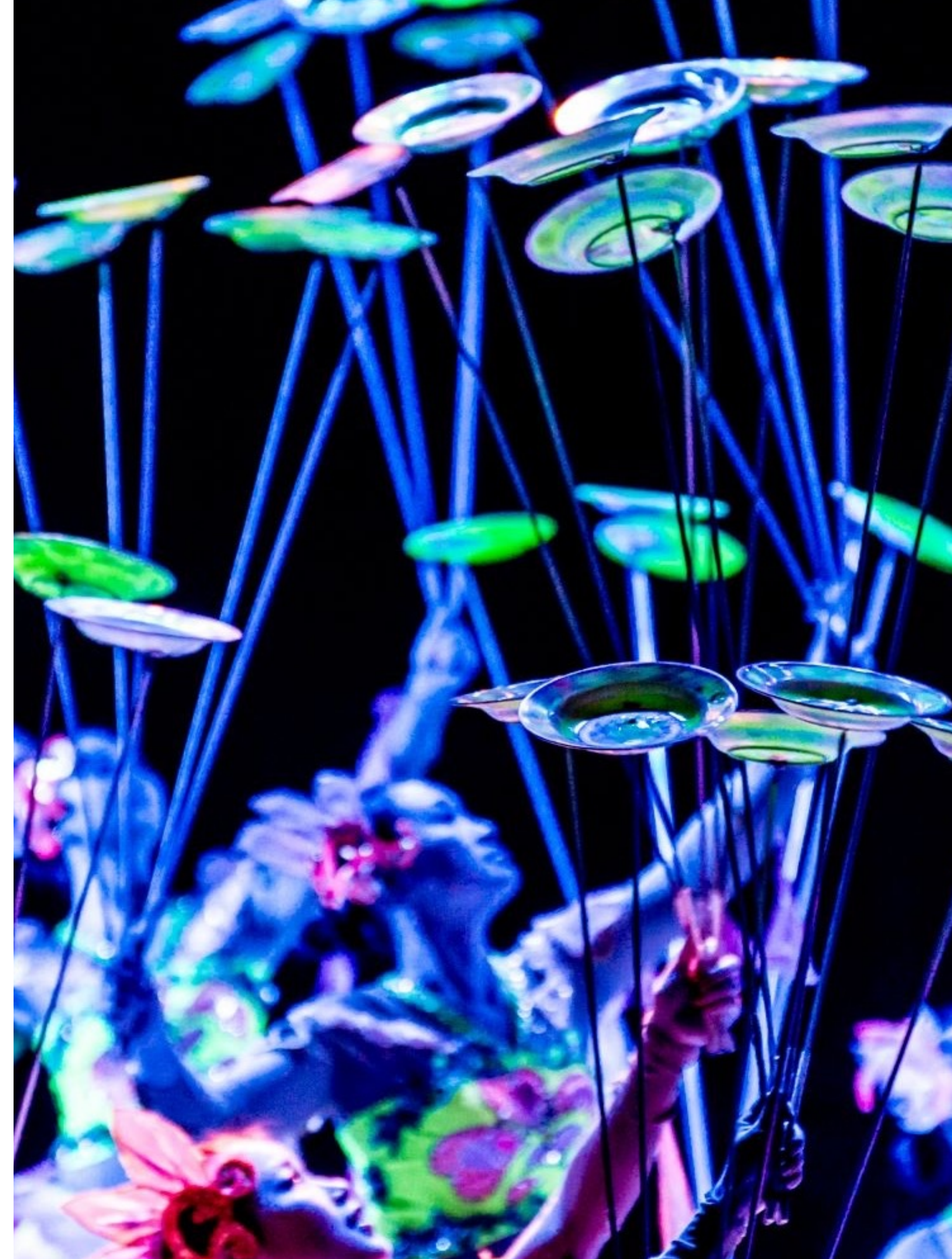


We're problem solvers; committed to understanding our clients' challenges and making them our own.

WE MAKE
GREAT
THINGS
TOGETHER

Last year we developed
65 spec pitches . . .

and delivered 153 campaigns
for clients.



Stuck In An
Elevator

The Elevator Pitch

- A succinct and persuasive sales pitch
- A short description of an idea, product, company or individual that explains the concept in a way that can be understood in a short period of time
- Uses: sales pitch, job interview, email intro, networking events



The MIT Harvard Template

- State problem
- Present your solution
- Why people should trust you
- Describe value proposition
- CTA



Why

Creativity?

Creativity is
the last legal unfair
advantage over
the competition

*Bill Bernbach (adland don, BBH)

Rules To Pitch By

Be The Pain Pill

Identify the client's
challenges . . .

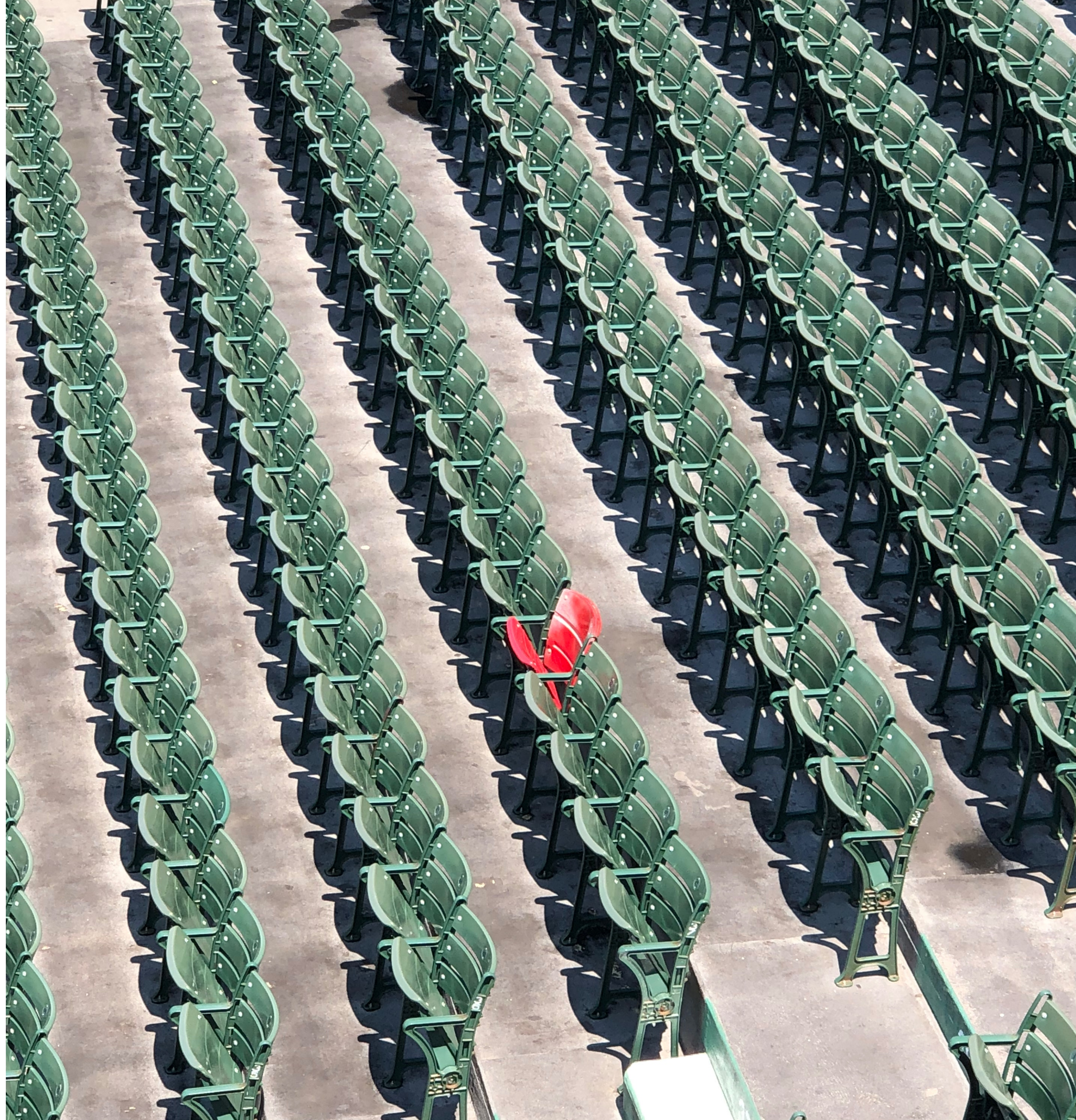
And sell in why you are
the antidote.



Go High Concept

Know your USP . . . and
convey it clearly.

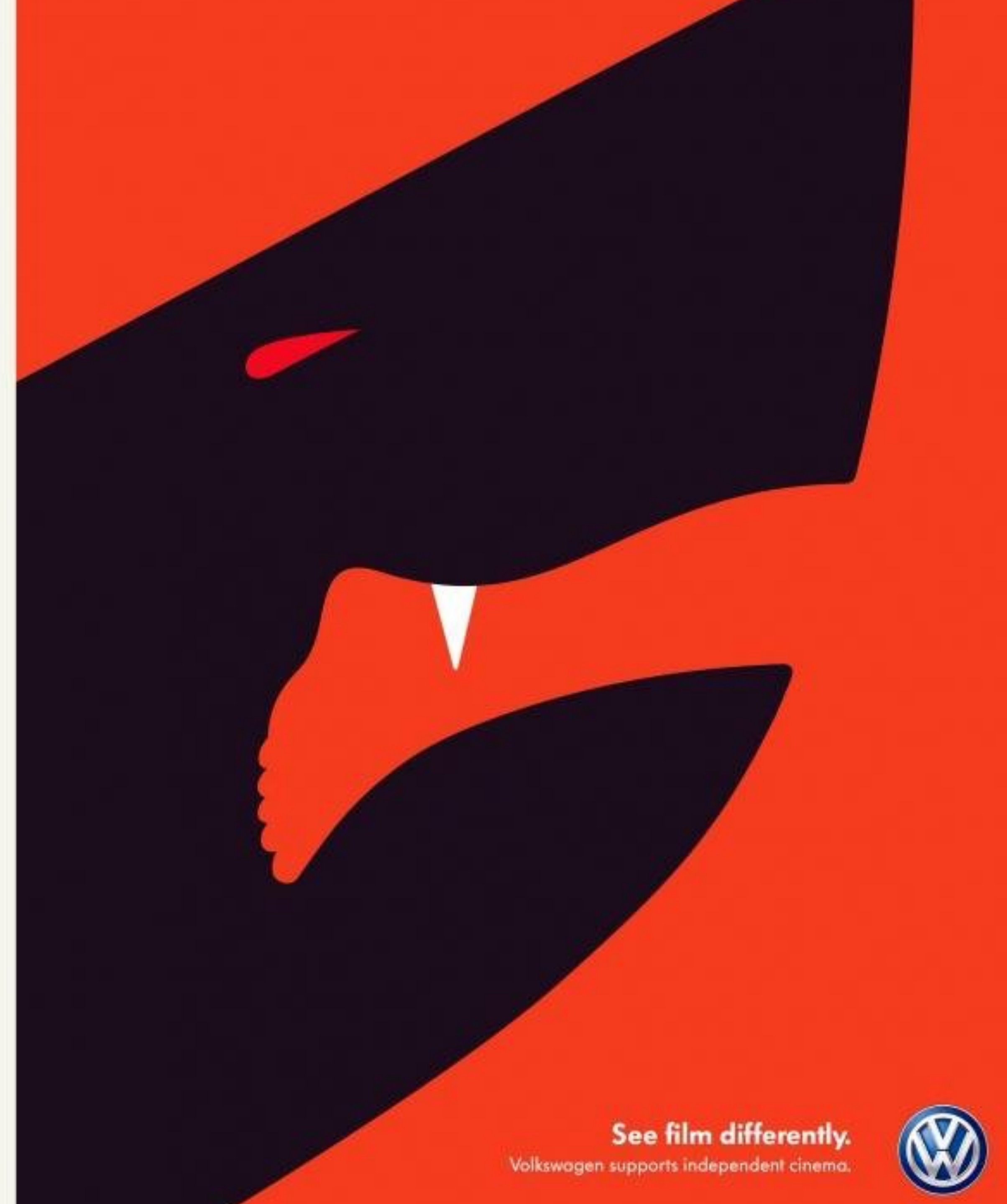
You should be able to sell
your proposition in a
handful of words, or an
image .



Less is More

What you leave out can be as important as what you put in.

Get it all down on paper . . . then edit.



See film differently.
Volkswagen supports independent cinema.



Show, Don't Tell

Lean on visuals . . .
pictures are worth 1000
words.

Infographics, eye
catching images and
product demos can all
speak volumes when
your time is limited.



Just Say No . . .

To jargon, buzzwords, & hyperbole.

Keep it simple.

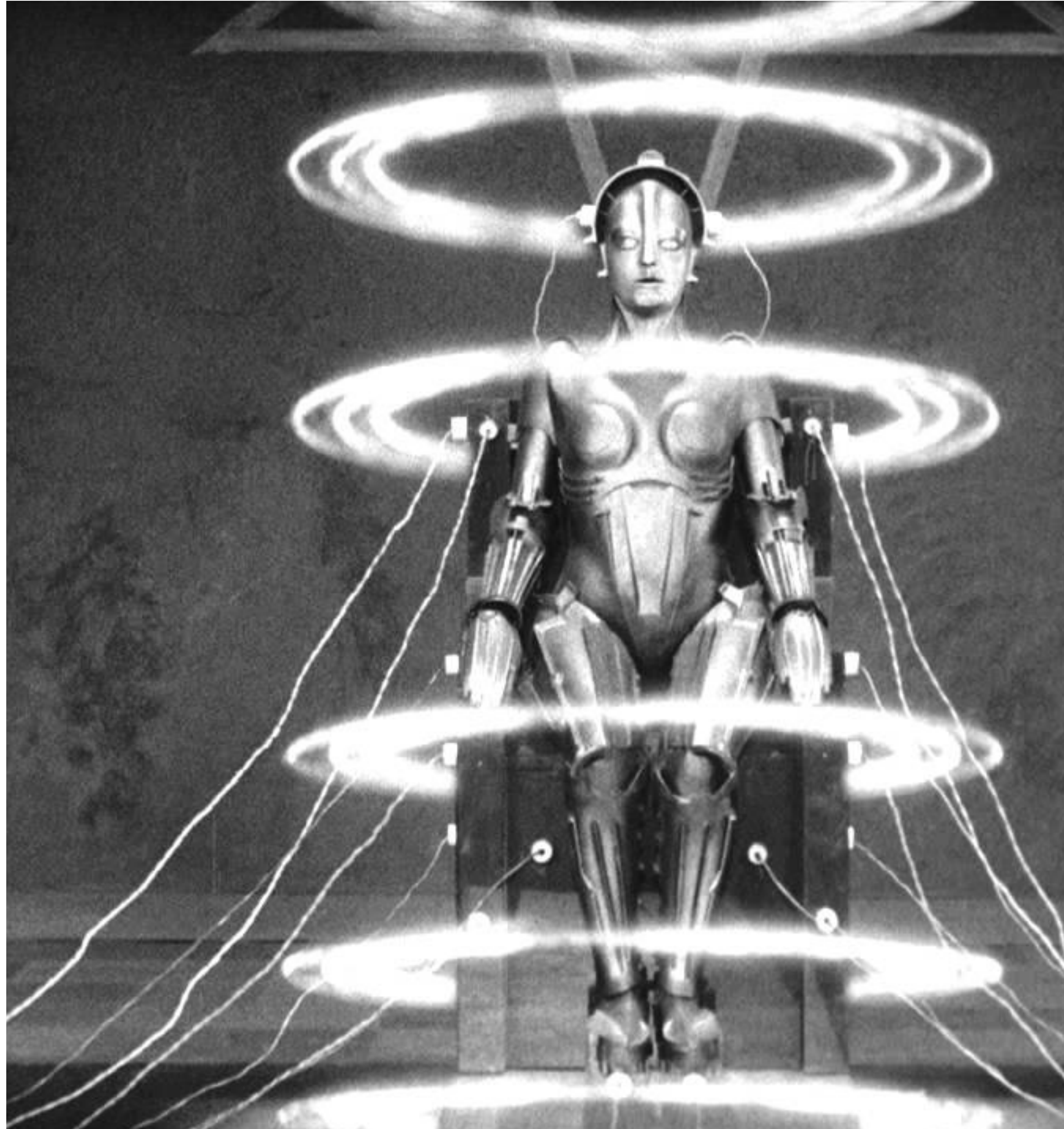
Don't confuse, keep it ,
authentic, never over or
undersell.



Stay Human

Professional, slick pitches are great. But don't hide your personality.

Businesses are made of people - you can win hearts and minds by connecting with your audience.



Keep The Fires Burning

Let your passion shine through.

Never say something you don't believe.

And always live to fight another day.



Creative

Hacks

Ask Questions

Active questions can engage your audience, capture and sustain attention.



Throw A Curveball

Break the rules and don't stick to the template.

A random image or a bit of theatre can be memorable and capture attention.

Just know your audience . . .



Pull a Jaws In Space . . .

Start with a twitter pitch.

Get it to 3 words.

Get it to 1 word.

DIY

- Write your elevator pitch - no more than 3 mins.
- Add some razzamatazz!
- Find a pal and give your best sales pitch
- Reduce to a Twitter pitch
- Reduce to three words
- One words only!

The MIT Harvard Template

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Go Out With
A Bang!