

# EACA Healthcare Communications Council

## Membership Charter

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The European Association of Communications Agencies (EACA) represents 31 national associations of commercial communications agencies, the 12 largest international agency groups operating in Europe, 6 international media agency networks and 10 national associations of integrated communications agencies.

The EACA Healthcare Communications Council (EACA HCC) was established in 2006 to represent the interests of the leading international agency networks in the healthcare field: WPP, Publicis, Interpublic, Omnicom, Havas and other networks: GSW and Indigenus.

The goal of the charter is to create mutual trust between clients and agencies through joint acceptance of the following principles of trading to ensure a professional and competitive marketplace for the provision of commercial communications services to advertisers:

### 1. Founding Members

The Founding Members were the main healthcare agency networks:

- WPP: Sudler & Hennessey, Ogilvy Healthworld, Grey Healthcare
- Publicis: Publicis Healthcare Group, Medicus, Saatchi Healthcare
- Interpublic: McCann Healthcare, Lowe, FCB Healthcare
- Omnicom: DDB Healthcare, TBWA\WorldHealth, Diversified Agency Services
- Havas: EURO RSCG Life
- And other networks (GSW, Indigenus)

### 2. Membership criteria

- 2.1 Be an agency with a creative department and active in the healthcare market.
- 2.2 Have a majority-owned physical presence in five markets including its home country.
- 2.3 Promote at least one healthcare brand across five markets including its home country.

### 3. Rules for pitches

#### Agencies

- 3.1 As soon as invited to an international pitch, agencies to send the "EACA-HCC Pitch Best Practice Charter" to the prospective client
- 3.2 Participate in full creative pitches only when 4 or less agencies are participating. There should be disclosure from the client on the status of the incumbent agency
- 3.3 Request reasonable timing between briefing and first presentation (min. 4 weeks)
- 3.4 Inform EACA of any reverse auctions.
- 3.5 Do not disclose in RFIs the following financial information unless publicly available: turnover, margins, overheads, profitability
- 3.6 Obtain a "non disclosure agreement" concerning any agency information

#### Clients

##### Requirements

- 3.7 Provide a written brief, and preferably offer the opportunity for a phone or face-to-face briefing without all other pitching agencies involved
- 3.8 As part of the brief, clearly set out the precise limits of the scope of work, overall available budget, time and geographical coverage and also indicate the expected date of engagement for the assigned agency
- 3.9 Clearly set out which other vendors are involved (e.g. PR, Digital, Media Buying)
- 3.10 Invite no more than four agencies to participate in a full creative pitch and disclose the status with the incumbent agency
- 3.11 Explain whether local agencies will be involved at national level as well
- 3.12 Hold all pitch presentations within one week of each other, and not invite additional agencies at the last minute, giving them additional time

**Best practice**

- 3.13 If an RFI/RFP process is instigated, clearly inform agencies of all the stages involved in the selection process, and their approximate timings
- 3.14 Establish and share the evaluation procedure (criteria, notation, decision makers) and the date of the announcement of results
- 3.15 Inform all agencies of the results of the pitch as soon as the decision has been taken and give full and objective feedback behind the decision
- 3.16 Provide a contribution to out of pocket expenses of, for example, €5000 for international pitches

## EACA Healthcare Communications Council

### Members

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**GSW Worldwide**  
Stephen Wheatley



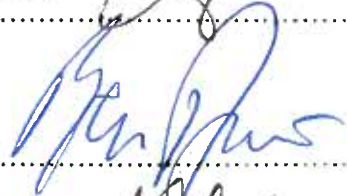

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**Havas Worldwide Health**  
Edward Stapor



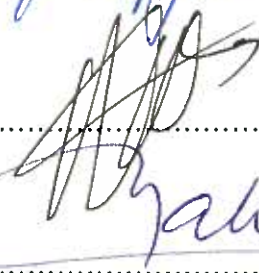

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**Indigenus**  
Ben Davies



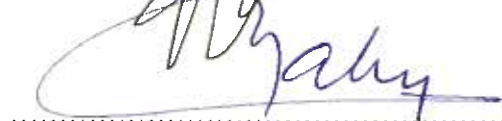

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**Indigenus**  
André Darmon




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**McCann Healthcare Worldwide**  
Michel Nakache




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**Ogilvy Healthworld**  
Gloria Gibbons



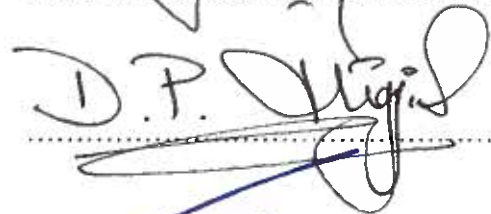

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**Publicis Healthcare Communications**  
Alain Sarraf




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**Saatchi & Saatchi Health**  
David Higgins




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**Sudler & Hennessey**  
Max Jackson




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**TBWAWorldHealth**  
Hervé Brunette




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