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Mosaic Pitch vs Fix Framework

Mosaic helps brands and agencies make better decisions about fit, transparency, and performance

At Mosaic, we believe the decision to change agency deserves more rigour than a reflex pitch. Sometimes a fresh start is right, but often the issue lies elsewhere. This framework helps brands decide whether the problem can be fixed or if a pitch is the right path.

Step 1. Define the Core Issue

Ask: what is really driving dissatisfaction?

- **Capability fit:** Have your needs grown beyond the agency's scale or expertise? Or has the agency shifted focus so your account is no longer a priority?
- **Performance gaps:** Are delivery standards, response times, or quality slipping?
- **Scope clarity:** Is the brief or operating model ambiguous, creating friction?

Why this matters: Misdiagnosing the issue leads to wasted effort. If the root cause is capability, no amount of performance management will solve it. If it is scope or process, a new agency may not perform better.

Step 2. Assess Relationship Health

Look at the quality of the working relationship.

- **Cultural alignment:** Do teams share ways of working, values, and communication styles?
- **Trust levels:** Is there openness and candour in feedback?
- **Commercial fairness:** Are fees transparent and still aligned to scope and value?

Why this matters: Many strained relationships are caused by a breakdown in trust or fairness rather than competence. Rebuilding alignment here may be more effective than starting again.

Step 3. Look Inward

Consider your own role in the relationship.

- **Briefing quality:** Are briefs clear, timely, and structured to set the agency up for success?
- **Internal capability:** Do you have the right team and governance in place to manage the agency?

- **Ways of working:** Are processes, approvals, and feedback loops efficient, or are they causing friction?

Why this matters: Agency underperformance is not always solely down to the agency. Weak client structures, vague briefs, or poor internal alignment can undermine even the best partners. Being honest about your own contribution ensures any fix – or new appointment – has a stronger chance of success.

Step 4. Test the Alternatives

Before defaulting to a pitch, consider:

- Could a re-scope, reset of KPIs, or renegotiation of fees resolve the issue?
- Would onboarding new talent or leadership at the agency restore confidence?
- Is there a governance mechanism (e.g. quarterly reviews) to address issues faster?

Why this matters: The cost and disruption of pitching is high. Exploring fixes first often delivers more value, faster.

Step 5. Identify the Point of No Return

Some triggers signal a reset is unavoidable:

- Repeated underperformance despite corrective plans
- Capability mismatch that cannot be bridged
- Cultural breakdown where trust cannot be rebuilt

Why this matters: These are the conditions where continuing to “fix” risks further waste. At this stage, pitching becomes the more effective path.

Decide with Transparency

Once the decision is made, document the rationale and share it openly with stakeholders and agencies. Whether you choose to fix or to pitch, clarity avoids cynicism on all sides and sets up the next phase – with the current agency or a new one – for success.

Closing Note

This framework is designed to make sure a pitch is a deliberate decision, not a default response. It does not rule out pitching, but it ensures the choice is grounded in evidence. At Mosaic, we go deeper into capability, culture, and commercial alignment to help brands reach a confident decision on whether to fix or to pitch.

Pitch vs Fix Framework (Diagnostic Table)

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Brands often default to a repitch when an agency relationship feels strained. But many issues are fixable — and repitching too quickly can waste time, money, and momentum. This framework is designed to help you step back and ask the right questions before making that call.

Step	Question to Ask	Why It Matters	Green Flags (Fix)	Red Flags (Pitch)	✓ / ✗	Notes
1. Define the Core Issue	What's really driving dissatisfaction?	Prevents misdiagnosis; avoids repitching for the wrong reason.	Clear, isolated issue (e.g. new brief, small misalignment).	Fundamental misfit in capability, repeated breakdowns.		
2. Assess Capability Fit	Does the agency still have the skills and scale for what we need?	Ensures the agency can deliver against evolving requirements.	Agency has grown with you, capability still relevant.	Outpaced by your needs, core expertise missing.		
3. Look Inward (Critical Checkpoint)	Are we briefing clearly, resourcing properly, and managing well?	Many breakdowns stem from the client side. Diagnosing internally prevents wasted churn.	Strong briefing, responsive client team, clear processes.	Poor briefs, under-resourced team, unclear ownership, high churn.		
4. Examine Relationship Health	Is the issue cultural/relational, not capability?	Fit and trust are often more decisive than skills.	Constructive dialogue, issues raised early, mutual respect.	Erosion of trust, lack of transparency, persistent tension.		
5. Strategic Alignment	Are we still pointing in the same direction?	Long-term effectiveness relies on shared vision, not just outputs.	Agency understands brand goals, proactive strategy.	Reactive work, little innovation, strategic drift.		

How to use this tool

Use it as a quick self-diagnostic with your team before considering a repitch. Be honest about internal as well as external issues — many breakdowns start on the brand side. If the results point to "fix", agree a reset plan with your agency. If they point to "pitch", ensure the lessons carry forward into the next brief.

Scoring Guide

- 0–2 crosses (X):** Work with your agency to fix the issues. They're likely solvable.
- 3–4 crosses (X):** Warning signs. Serious effort is needed to repair the relationship; a pitch may soon be necessary.
- 5+ crosses (X):** Strong case for a new agency search. The relationship is likely beyond repair.