



**With us you are sure to  
find the right agency  
partner**

# About FRANCIS DRAKE

FRANCIS DRAKE is an expert and consultant in the digital age when it comes to finding the right partners for companies and public clients from the flood of advertising agencies.

With our experience of almost 50 years in the communications industry and together with a team of experienced competence partners, we work with proven, systematic processes. And we do so across all sectors and communication disciplines.

In the process, all requirements, challenges, objectives and framework conditions are converted into service descriptions that only suitable agency partners can address in a targeted manner and motivate for a serious application.

But we are much more than just a pitch consultant: Our comprehensive consulting services answer and solve - in addition to questions about agency contracts and agency remuneration - all questions that clients and customers encounter in their dealings and day-to-day business with agencies.

# Jörg Lüsebrink (Managing Partner)



12 Years  
on  
Agency  
side

**Ammirati Puris Lintas**

**SPRINGER & JACOBY**  
WERBEAGENTUR

SCHOLZ & FRIENDS

D'ARCY MASIUS BENTON & BOWLES  
**D'Arcy**  
**y&@**

GRABARZ & PARTNER

11 Years  
Pitch-  
Consultant  
(>9 years  
@FRANCISDRAKE)

**FRANCIS DRAKE**  
PITCHBERATUNG

@FRANCISDRAKE  
(>9 years)

31. Oktober 2022

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**FRANCIS DRAKE**  
PITCHBERATUNG

# Christian Niemeyer (Managing Partner)



18 Years  
on  
Agency  
side

BLÖCK NAGEL  
CLASSIC COMMUNICATION

SelbyNolte DDB

D N S

achtung

TBWA



ZUM GOLDENEN HIRSCHEN

11 Years  
Pitch-  
Consultant

(>9 years  
@FRANCISDRAKE)

FRANCIS DRAKE  
PITCHBERATUNG

@FRANCISDRAKE  
(>9 years)

# Mandar Ambekar

(Competence partner: Digital-/Media)



16 Years  
on  
Agency  
side



6 Years  
Digital-  
Media-  
Consultant



Consultant

# Our services



Agency selection



Agency contracts



Agency remuneration



Agency management



Strategy consulting



Public tendering



Process consulting



Marketing training



# FRANCIS DRAKE in numbers

**50+**

Years of agency  
experience

**160+**

Successful  
selection processes

**44%**

Follow-up orders  
from satisfied  
customers

**20+**

Public tenders

**4000+**

Agencies in the  
database

**10+**

Partner in our  
network of  
specialists

# Our references (selection)





# If required, we are internationally networked



# Contact

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