



THE AICP BID MANAGEMENT PLATFORM



BID SMARTER



ABOUT US

ABID, the AICP Bid Management Platform, is the new go-to for bidding both commercial production and all facets of post-production. We believe that transparency and privacy are not mutually exclusive and aim to provide better clarity for all production partners competing for a project

ABID services advertisers, advertising agencies, and bidders alike. Once bidders have been confirmed, advertisers and their marketing team share a the job spec, budget and timeline with the invited bidding pool. Bidders privately share their numbers and treatments, the presentations are viewed and the job is awarded. Then, all data is removed except for the proposal that's selected.

ABID is the new, smarter way to bid.



FOR ADVERTISERS

ABID ushers in a new world for bidding commercial production and post-production in one ecosystem. Now you can share your project's budget and timeline through our private platform directly to the bidders of your choice, your project partners can add detailed specifications, and as bidders respond, you and your partners can view every detail.

From the Marketer side, procurement can access all the numbers, and marketing can view treatments. Then, you collectively decide which presentations are the right fit for your project, with your designated partners. At ABID, we believe creating healthy competition with full transparency creates the best work.

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And, that's just smarter.



FOR BIDDERS

The AICP Bid form has long been the gold standard for articulating the financial approach to a production. And now, there's ABID. It's a new platform where, once you are selected to pitch, advertisers and their partners share the budget and timeline directly with you online, and all bidders get the exact same specs. Your bid is viewed directly by the advertiser and their authorized partners, though no other bidders can see your numbers or treatment. You're allowed to see the bidding pool and any changes to the spec in real time. And best of all, there's no need to change the way you bid or your bidding software. ABID works seamlessly with all of the major bidding software packages.

Once the job is awarded, advertisers are still able to access the selected bid while all others are removed. This gives the advertiser a more realistic history of their true expenditures. It's a new way of presenting built on transparency, privacy, efficiency and creativity. Your vision into the pitch process is heightened immeasurably without changing the way you, your reps, or your agency partners approach presenting and you retain a precise record of your entire process and all presented materials.

Smart!



FOR AGENCIES

ABID, the AICP Bid Management Platform, is the new go-to for bidding commercial production. It's the next generation bid form that offers both transparency and privacy and creates healthy competition for your project.

After deciding on your bidding pool and having the usual kickoff conversations, you help your clients post the job spec with a budget and timeline directly onto the platform where it is only visible to you, your client and their partners, and the bidding pool. Then, production companies bid and privately share their treatments and numbers online. You mark your creative recommendations, add your agency and talent costs, and review the approaches along with your clients in order to award the job. In the end, all data is removed except for the bid that's awarded. The brand team and procurement have a direct view into the process and become more familiar with the true cost of production, and only the true cost of the project remains for future reference.

Smart!



FAQ

WHAT IS ABID?

ABID is the new bidding platform from AICP where advertisers post a project to their selected bid pool and companies bid directly online. It's production and post production all in one ecosystem.

WHO CAN SUBSCRIBE TO ABID?

Advertisers subscribe to ABID for the most private and comprehensive bidding platform that creates healthy competition.

WHO CAN I INVITE TO COLLABORATE ON ABID?

ABID allows you to invite agency partners, cost consultants and any other collaborators you want, in addition to those bidding your project.

CAN AGENCIES AND COST CONSULTANTS USE ABID?

Advertisers invite all partners of their choosing to engage with them in the system.



FAQ

WHO CAN SEE MY BID?

Only advertisers and their partners can view bids, but others in the bidding pool cannot. To your competition, your bid remains private. You can see the bidding pool itself, but that's it. And once the job is awarded, only the selected approach remains.

WHAT DOES ABID COST?

ABID annual subscriptions can be tailored to suit your specific needs and range in structure from volume-based systems for smaller advertisers to unlimited, multi-brand plans for larger organizations. There is also a month-to-month option for those who wish to only use the system sporadically.

DO YOU HAVE TO BE AN AICP MEMBER TO BID THROUGH ABID?

You do not have to be an AICP member to bid through ABID. Anyone bidding work on a job can engage through the system by invitation from the advertiser, including agency in-house entities.



FAQ

IS ABID A BIDDING PLATFORM?

You don't bid in ABID, you bid through ABID. It's the most comprehensive bid presentation platform that has been designed to work with all existing common production bidding software so bidders do not have to change their systems or process in order to use it.

CAN I STILL BID USING MY NORMAL SOFTWARE?

ABID works with most major bidding software, so no need to change what you are used to using.



FAQ

HOW DOES ABID PROTECT MY DATA?

Once a job is awarded ABID removes all data except for the selected bid and the true cost of the project. Only the advertiser retains access to awarded bids. No one else can see your bid during the bidding process or after.

WILL MY DATA BE AGGREGATED OR SHARED WITH OTHERS?

ABID offers complete privacy. Your bid data is not aggregated, sold or shared outside the system with anyone other than the advertiser and other chosen partners at any point.



FAQ

WHAT SORTS OF BIDS DOES ABID SUPPORT?

ABID supports all common bidding platforms including:

- Excel (Hot Budget, Point Zero, etc)
- Showbiz
- Xytech / MediaPulse
- Actualizelt
- Farmer's Wife
- Go2Task (4D)
- CETA
- NIM
- Studio Suite



CONTACT US

READY TO BID SMARTER?

ABID is offered to advertisers as an annual subscription.

Contact Danny Rosenbloom
dr@aicp.bid 800-780-0470

SALES: sales@aicp.bid or call 800-780-0470

TECH SUPPORT: support@aicp.bid

SCHEDULE A DEMO: reservations@aicp.bid

BIDDER ONBOARDING: reservations@aicp.bid