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### TrinityP3 opens 2024 State of the Pitch survey

By AdNews | 1 July 2024 0 Comments

Marketing consultancy TrinityP3 has opened its annual State of the Pitch report for 2024.

The 2024 survey will be open from now until December 31. Agencies are asked to share their feedback regularly over the reporting period.

TrinityP3 CEO Darren Woolley said he hopes to continue growing the pool of responses in the report's second year.

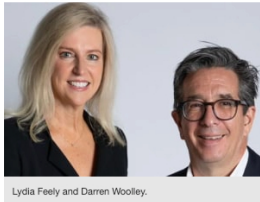
"We were so thrilled with participation in the inaugural The State of Pitch, with feedback on more than 75 pitches with a broad range of values from \$50,000 to \$10m," Woolley said.

"The report gave the industry a clear lens on the state of new business for agencies and how marketers are handling the pitching process.

"Now that the State of Pitch is firmly established, I would love to broaden the pool of agency feedback and hopefully get more agencies giving us their anonymous feedback on what's working and what isn't when pitching."

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Lydia Feely and Darren Woolley.

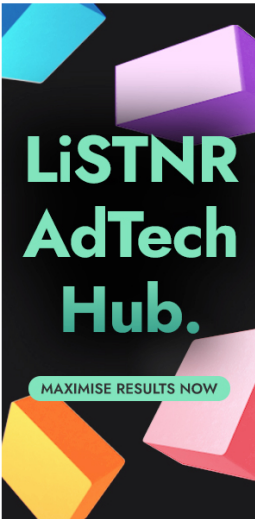
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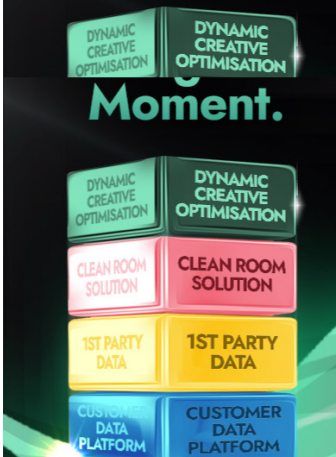




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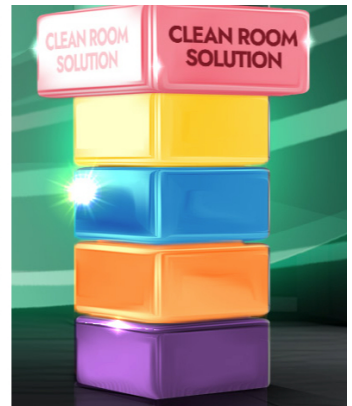
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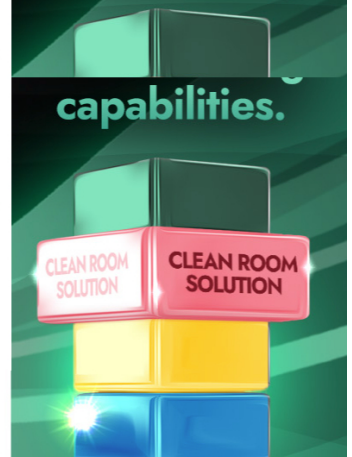
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