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ADVERTISING MARKETING

AGENCIES HAVE FOUR WEEKS TO AIR PITCHING GRIPES WITH TRINITY P3'S STATE OF THE PITCH SURVEY



Staff Writers

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— Darren Woolley, CEO, Trinity P3.

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Agencies only have four weeks to give their views on The State of the Pitch in Australia and how pitching for work can be improved.

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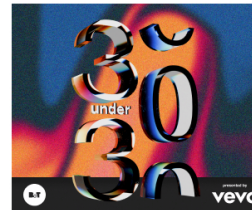
In July, TrinityP3 launched its 2024 The State of the Pitch survey, encouraging agencies of all sizes to participate again in the annual study. Darren Woolley, CEO of TrinityP3, noted that The State of the Pitch survey had again seen a strong response from agencies. However, Q4 of 2024 had seen a number of pitches come to market, and there was still time for agencies to contribute.

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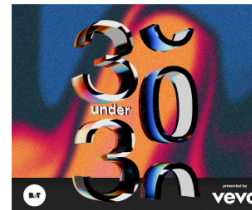
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"Last year's The State of the Pitch survey saw feedback on some 75 pitches with a broad range of values from \$50,000 to \$10 million," said Woolley. "The report gave the industry a clear lens on the state of new business for agencies and how marketers handle the pitching process. In its second year, we want to try to match last year's pitches, particularly given that there are still many pitches, that have been or are live, in the market as we move to December.

[Read more: ICYMI - 10 Take-outs From TrinityP3's 'How To Run A Successful Pitch' Webinar](#)

The State of the Pitch survey has been so successful that it has been adopted in Canada, where it is being conducted as a separate survey in collaboration with local consultancy Listenmore.

"Australia and Canada are two of the top 10 advertising markets in the world," said

Woolley. "We're excited to see the results of both pieces of research and whether practices and trends are aligning across markets."



You can head to the Trinity P3 website to complete the survey.

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