

Trends and Insight

Final Chance for Agencies to Give Feedback for 2024 State of the Pitch Survey

trinity **Trinity P3**
Consultants
London, UK

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Trinity P3's State of the Pitch survey is an opportunity for agencies to give their straightforward assessment of the market



In July, TrinityP3 launched its 2024 The State of the Pitch survey, encouraging agencies of all sizes to participate again in the annual study. The study has become a landmark in the trade calendar for its honest and upfront assessment of the market's state. Agencies can access the survey to give feedback over the reporting period via [this link](#).

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.

"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," Darren said. "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.

He added, "There are still many pitches that have been or are live in the market as we move to December, and agencies still have the chance to give feedback on these."

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

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