

Posted 02/04/2025 9:12am



Editors' Note: Many Fast News images are stylised illustrations generated by Dall-E. Photorealism is not intended. View as early and evolving AI art

HAIKU

Pitch satisfaction falls,  
CEOs join the process,  
Agencies unpaid.

In partnership with



## TrinityP3's 2025 report reveals decline in pitch satisfaction, increased CEO and c-suite involvement

TrinityP3's 2025 'The State of the Pitch' report has revealed a decline in pitch satisfaction among agencies, with the average rating dropping from 3.13 to 2.99 out of 5. It comes as the second-annual survey also finds involvement of CEOs and c-suite executives in pitches is going up.

Creative pitches received the lowest rating at 2.88, while tech and digital pitches scored the highest at 3.86. The report is based on a survey of agencies and captures data from 70 pitches across 24 industry categories, with budgets ranging from \$50,000 to \$10 million.

Darren Woolley, Global CEO of TrinityP3, commented on the findings: "If the pitch were graded, using the American grading system, it feels like this year pitching in Australia went from a C- to D+ in the eyes of many agencies, which I'm not sure is cause for celebration.

"This is the second year we have run the survey, and what we are seeing is nothing is improving. Under the downward economic pressure, many aspects of the pitch process are getting worse."

The report also highlights increased involvement of CEOs and C-Suite executives in the pitch process, as well as 'local-global' pitches requiring regional or global sign-off.

"This year's survey highlighted how marketers struggle for more empowerment and decision-making ability. We're definitely seeing an uptick of direct CEO/broader C-Suite involvement in pitches, and also 'local-global' pitches where the scope is local but the client is compelled to seek sign-off from regional or global leadership," said Woolley.

Only 21.5% of pitches were run by pitch consultants, a slight decrease from the previous year. There is a noted decline in the category-specific experience of procurement in marketing. Agencies reported pitch lists ranging from three to 13 agencies, with some clients having open tendering requirements. "As we saw last year, many marketers continue to boil the ocean in their search for the right agency. It doesn't need to be that way, and it shouldn't be," Woolley remarked. "This year we had agencies reporting pitch lists of between three and up to 13 agencies. Now some clients will have open tendering requirements, but you have to wonder what the refining time is like on a pitch like that."

Public Sector, Health Care Products, Beauty & Pharmaceuticals, and Banking, Financial & Insurance Services were the most active industries in pitching. National pitches accounted for 75.7% of the total, an increase from 63.6%, while regional pitches dropped to 8.6%. Strategy, creative/content, social media/influencer, and production are the top capabilities clients seek in pitches. "It's no surprise that strategy reigns supreme. What is interesting is to see the uptick in 'Production'. We definitely see clients placing greater emphasis on stress-testing agency approaches to production, and within this, level of AI maturity," Woolley stated.

Client compliance measures, particularly in data privacy, have increased, with a stronger focus on cost reduction over risk mitigation. "While the reporting period captured H2 of 2024, it feels like ESG and DE&I appear to be less of a priority than last year. Anecdotally, this feels like there are clients, particularly if they have US operations, moving away from this area as a focus/priority," Woolley said.

The report also noted 78% of pitches were opportunities to win new clients, 77% did not use an online tendering system, and 87% did not pay agency pitch fees. Additionally, 66% of pitches required agencies to prepare speculative creative work or a media trading exercise, with over half of the pitches taking between two and three months to complete.

The Trinity P3 report identifies a need for improvement in reimbursing agencies for their time and effort during pitches. "The issue of marketers paying or reimbursing agencies for their time and effort remains a very real one. The reality is that a pitch draws agency time, effort and resources, even when it is run well," Woolley said. "Agencies should ideally be reimbursed for that time and effort, even if it is just covering some of the hard costs which come with pitching. This remains an area of clear 'need for improvement' for many players."

**Want your daily shot of #AI powered, human curated news? Become a member of Mi3 Australia and ensure you get our Fast News daily newsletter straight to your inbox here.**

**Got news you want to share with Mi3 Fast News? Email your media announcements with either Word or PDF attachments plus images to [fastnews@ai.mi-3.com.au](mailto:fastnews@ai.mi-3.com.au).**

### Partner Content From Klaviyo


Learn how to elevate the customer experience with insights from 8,000+ global consumers in Klaviyo's latest report.

Posted 08/04/2025 12:49pm




**TBWA Sydney appoints Matt Keon as chief creative officer, strengthens leadership team**

Posted 08/04/2025 10:05am




**Sydney Airport prepares activities as six-year high in Easter holidays forecast**

Posted 08/04/2025 9:17am




**LIQUORLAND**  
**Coles Liquor Group unifies brands under Liquorland in major overhaul**

Posted 08/04/2025 9:39am




**Tech companies lead LinkedIn's 2025 top companies list for career growth in Australia**

Posted 08/04/2025 9:39am




**Oracle NetSuite unveils AI-driven enhancements, agents for ANZ market**

Posted 08/04/2025 9:15am



**Caravan and Camping Industry Association NSW campaign aims to ease hotel-to-camping transition**

Posted 08/04/2025 9:34am




**Prezzy launches AI-powered Easter Bunny experience in Australia and New Zealand**

Posted 08/04/2025 8:44am



**ACMA, ARIA, PPCA welcome public consultation on commercial radio code, call for better guidelines on news content, material suitability, Aussie music**

Posted 08/04/2025 8:49am



**More than half of Australians use digital tools for health tracking, finds Woolworths' Healthlife**

[Want More?](#)



**About Mi3**

Mi3 is designed to be different in its conversations bridging consumer trends, brands, marketing, agencies, media, CX, martech, e-comm and adtech.  
[Learn more...](#)

[Deep Dive](#)

[Opinion](#)

[News Analysis](#)

[Industry Contributor](#)

[Market Voice](#)

[News](#)

[Podcast](#)

[Video + TV](#)

[Support Mi3](#)

[About](#)

[Legal](#)

