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HAIKU
 ———
*Pitching's state laid bare,
 Agencies share their insights,
 A lens on the game.*

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TrinityP3 launches 2024 'state of the pitch' survey: a deep dive into agency experiences

TrinityP3 has launched its 2024 'State of the Pitch' survey, an annual industry report that invites agencies of all sizes to share their experiences. The 2023 report surveyed agencies for their views across 77 pitches of varying sizes over six months, representing approximately half of the pitches run across Australia for the period. The 2024 survey will be open from now until December 31, with agencies encouraged to share their feedback regularly over the reporting period.

According to Darren Woolley, CEO of TrinityP3, "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. 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," Woolley said.

Lydia Feely, General Manager of TrinityP3, said the report provided valuable feedback for marketers and agencies alike. "We had so much good feedback from marketers and agencies alike about this year's report. It's become an invaluable tool for marketers who are thinking about going to market and running a process, but equally, I think agencies have gotten tremendous value out of being able to see on the macro level how marketer requirements are evolving and what they need to do in order to secure new business," Feely said.

The full 2024 TrinityP3 State of the Pitch report can be downloaded from the TrinityP3 website.

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