



F.V.L

## Four weeks left for The State of the Pitch commentary

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Agencies wanting to comment on The State of the Pitch in Australia only have four weeks left to do so.



The announcement:

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

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," 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.

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

To download the complete 2024 TrinityP3 State of the Pitch report, go to the TrinityP3 website.

Source: TrinityP3

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