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Forecast 2026

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Agencies urged to get their pitches in

Opinions

By AdNews | 9 December 2025

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Agencies have just over two weeks to submit business wins for a new report that seeks to provide the clearest snapshot across all agencies in the Australian market, according

The new TrinityP3 2025 New Business Report will be published in January and provides a definite snapshot and analysis of new business trends and wins, both big and small, in the Australian market in 2025.



CEO Darren Woolley said this report builds on the success of The State of the Pitch survey and seeks to give every agency new business director clarity on the trends and opportunities that will define 2026.

"2025 has been a fascinating year for pitching," he said.



"We saw tremendous amounts of activity in the first half of the year, but in the second half that activity, across the media and creative, really slowed. We expect that 2026 will see many brands look to go to market.

"The purpose of the TrinityP3 2025 New Business Report will be to give the market a clear picture of where the opportunities are and how they can best position themselves for what we expect will be an interesting year of pitching.

TrinityP3 has already put together a comprehensive list of public pitches, which shows in 2025, there were more than 100 recorded media pitches

There were 88 recorded creative pitches, 23 PR pitches, 12 social pitches and nine fullservice pitches

TrinityP3 senior global consultant Kylie Ridler-Dutton, who is authoring the New Business Report, said this is a report focused on across-the-board pitching in Australia.

*For too long, new business reports have focused almost exclusively on the media side of things," she said.

"The data clearly shows that media is still a big driver of new business in 2025. But equally, we are conscious that a lot is happening in other areas such as creative, PR and increasingly

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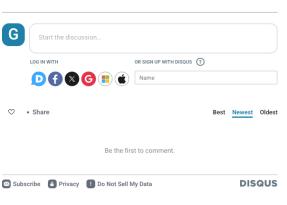


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1:09 PM Congrats and great job from the team at Lachlan Martin - It&...

Lachlan Martin on Rocket Agency wins Coates

10:11 AM Fascinating, Shayna. We see this trend impacting the home care and aged care space heavily, where au...

Gill on Al-powered search is
rewriting the rules åÄď What does it mean for the creative and media industry?

10:12 AM Nice one Brad, really well expressed. The use of authenticity without a perspective has felt rife. Andrew Siwka on Authenticity in the age of Al

11:49 AM Totally agreed Ori! The future is an augmentation of Human Instinct, Algorithmic (and explainable) r... Alfie on Al isnâÄôt taking media jobs, itaños changing them

9:13 AM As usual, the same old, same old no wonder government campaigns are so woeful and ineffective. Peter on Department of Finance seeks advertising suppliers under



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