



## BUILDING GREATER BRANDS IN 2026

# Forecast 2026

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## Agencies urged to get their pitches in

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 to TrinityP3.

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.



Credit: Levi Guzman via Unsplash.



"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 full-service 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 social."

Have something to say on this? Share your views in the comments section below. Or if you have a news story or tip-off, drop us a line at [adnews@yaffa.com.au](mailto:adnews@yaffa.com.au)

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Fascinating, Shayna. We see this trend impacting the home care and aged care space heavily, where au...  
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Nice one Brad, really well expressed. The use of authenticity without a perspective has felt rife.  
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Totally agreed Ori! The future is an augmentation of Human Instinct, Algorithmic (and explainable) r...  
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As usual, the same old, same old - no wonder government campaigns are so woeful and ineffective.  
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