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TrinityP3 pitches BetterPitch framework

By AdNews | 10 July 2025

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Pitch consultancy TrinityP3 today unveiled BetterPitch, a framework designed to help marketers run "faster, smarter and more effective" agency reviews.

BetterPitch coincides with the opening of TrinityP3's annual State of the Pitch survey, now in its third year.

"Our decision to launch BetterPitch reflects two consistent truths," said Darren Woolley, global CEO of TrinityP3.

"Firstly, while marketing has evolved dramatically in recent years, the pitching process has largely remained unchanged. Secondly, the feedback we continue to hear is that pitching can – and should – be better.

"Most pitches in this market are led by marketers themselves. With BetterPitch, we're equipping them, whether they work with us or not, with the tools to ensure their process is fast, fit, focused, flexible and even fun."

TrinityP3 is also launching a suite of free tools to support marketers in assessing agency relationships and preparing to go to market, including:

- A BetterPitch checklist to help marketers determine if a pitch is necessary;
- An Ad Cost Checker to benchmark agency costs;
- And a Pitch Cost Checker to estimate the financial and time commitments involved in the process.

"One of the biggest challenges for agencies is the resource drain associated with pitching," said Woolley.



Credit: Jackson Allan via Unsplash

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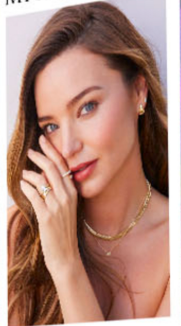
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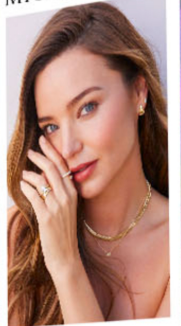
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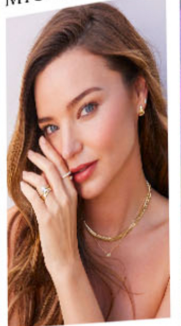
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"These tools allow marketers to better understand the burden they may be placing on agencies, and how to design a more efficient process."

TrinityP3 is also offering a free one-hour consultation for marketers seeking guidance.

The State of Pitch survey TrinityP3 is open to December 31. Agencies are asked to share their feedback regularly over the reporting period.

[State of the Pitch - Australia 2025 Survey](#)

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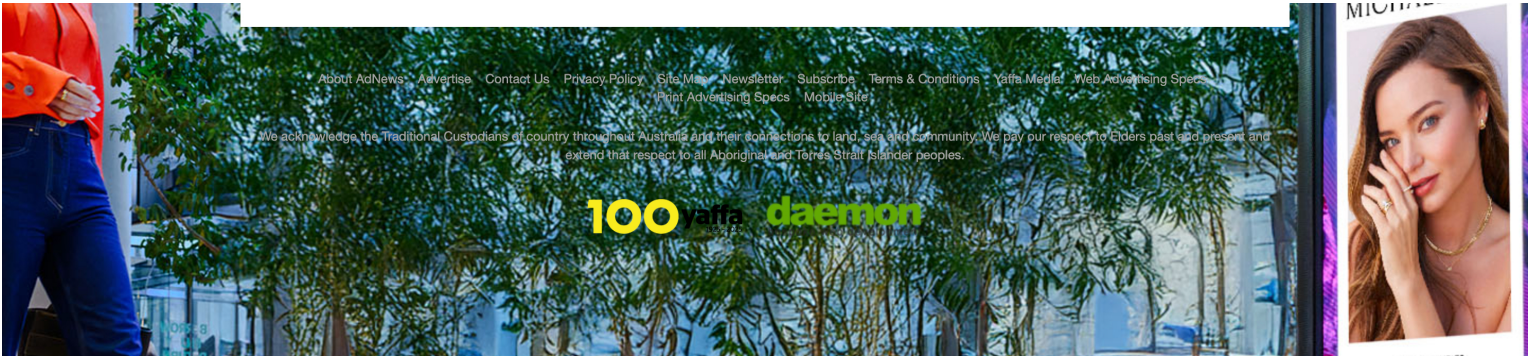
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