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TrinityP3's new AI matchmaking tool lets marketers run their own pitches

While conventional directories rely on key words, the Claude-powered Agency Register distinguishes agencies by size, capabilities, and specialisations to ensure suitability.



Darren Woolley's consultancy TrinityP3 has launched a new AI-powered platform that allows marketers to run their own pitches more efficiently by directly connecting them with agencies that best fit their needs. The first phase of the rollout has begun in Australia.

The new tool builds on TrinityP3's long-running Agency Register, first launched in 2007, which houses detailed and confidential credentials for thousands of agencies. Until now, the Register has been an internal resource for TrinityP3's consulting clients. With the new AI-driven platform, marketers can now access it directly and generate tailored shortlists of agencies that match their specific briefs.

Woolley, founder and CEO of TrinityP3 and a *Campaign Asia-Pacific* columnist, said the idea emerged while working on the consultancy's 2025 State of the Pitch survey.

"Our research clearly shows that over the past two years, consultants are only managing around one in five pitches, with the rest managed mainly through marketers and their procurement teams," said Woolley.

As a result, many marketers still rely on word-of-mouth referrals or Google searches to find agency partners, methods that, Woolley said, "only give them the surface-level stuff such as names, addresses, and contact details."

"The real insights, like an agency's experience, size, or capability, are buried," he added.

The new AI platform aims to fix that long-standing frustration and streamline what is often a slow and hit-or-miss tender process, especially for brands that lack access to reliable data.

After testing six AI providers, TrinityP3 chose Claude, the large language model (LLM) developed by Anthropic. Woolley told Campaign that Claude was "best equipped to interpret prompts and distinguish agencies by size, capabilities, and specialisations."

The team spent the past three months "rigorously testing" the platform with a select group of marketers before its official launch. Unlike conventional directories that rely on keywords, the Agency Register now uses deeper parameters such as client categories, billings-to-staff ratios, and retained versus project-based client relationships to infer agency suitability.

The platform remains free for agencies to join, with an optional paid verification badge confirming their details have been independently verified. Marketers can access the database for a monthly subscription fee of AU\$495, which includes up to 300 searches.

For example, Woolley said a marketer could type a prompt such as: "I'm looking for a bespoke creative agency based in Melbourne with experience in the automotive sector."

The portal then spits a shortlist of a maximum of eight agencies that fit the criteria, which marketers can tweak and refine further to get the right options.

The responses are not controlled by TrinityP3. Claude determines the shortlist results based on information submitted by agencies and the parameters of the query.

The platform currently lists nearly 2,000 agencies across creative, media, PR, and digital in Australia, with plans to expand to Southeast Asia, the UK, and the US in the coming months.

Woolley stressed that the tool isn't designed to replace pitch consultants.

"What this does is make the process faster, more transparent, and far more accessible. Marketers will still be needed to validate agencies and run the largest, most complex pitches," he said.

Source: *Campaign Asia*

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