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TRINITYP3'S 'STATE OF THE PITCH' REPORT: "WE HAD AGENCIES REPORTING PITCH LISTS OF BETWEEN THREE AND UP TO 45 AGENCIES," SAYS DARREN WOOLLEY

APRIL 8 2024, 10:30 AM | BY RICKI GREEN | 7 Comments



A new report by marketing management and pitch consultancy TrinityP3 has highlighted how many marketers, or their procurement teams, are asking too much of their agencies in pitches or casting too wide a net in terms of the pitch lists and process requirements when asking agencies to sign up for new business.

The inaugural "The State of the Pitch" report saw Australia's leading pitch consultancy TrinityP3, survey agencies for their views across 77 pitches, over six months, run across the market covering 28 industry categories, agency fees from \$50,000 to \$10m and represents a sample of half of the pitches run across Australia and New Zealand for the period.

Says Darren Woolley (above right), CEO of TrinityP3: "The key thing that stood out to us in doing this inaugural "State of the Pitch" survey is that many marketers are boiling the ocean in their search for the right agency. It doesn't need to be that way but also it shouldn't be. We had agencies reporting pitch lists of between three and up to 45 agencies. Now some clients will have open tender requirements, but a process involving that quantity of agencies needs a speedy and robust process for refining the list in the interests of everyone's time and effort."

When asked to score the 77 pitches included in the survey, the average was 3.13 out of a possible score of five.

Says Lydia Feely (above left), general manager of TrinityP3: "A score of 3.13 out of 5 isn't completely damning, but it also highlights that our industry has significant room for improvement when it comes to pitching.

"We noticed a significant difference in how agencies scored the process depending on whether marketing, procurement or an external consultant was running the pitch. Sadly, in too many cases, agencies were reporting a lack of "table stakes", the minimum requirements that makes sure the client pitching business has a clear and reasonable process, that they know they can stick to and which will keep everyone involved informed and respected."

The TrinityP3 report noted how consultant-run pitches account for less than 15 per cent of the pitches surveyed in the Australian market. Amid an environment where marketing and their procurement teams often run a pitch themselves, it recommends the need for stronger industry-wide guidelines with greater optionality that assist marketers and brands when considering how to select an agency.

Says Feely: "The issue is too many marketers are applying a one-size-fits-all approach. How you select an agency for a \$50,000 project brief should look a lot different to a \$10m retainer account. The problem is some marketers are signing up, or being forced into, the same procurement process regardless of the size of the account or the scope of work. That's not good for agencies or marketers – it simply wastes everyone's time, money and effort.

"As an industry, this is something we can all collaborate on to solve. If you look at something like the UK's Pitch Positive Pledge, this is an example of what can be done to help achieve a better outcome."

The report also looked at which industries were pitching with the categories of banking, financial and insurance the most represented followed by education, tourism then retail and food and beverage. Local pitches represented more than 60% of those surveyed with regional representing 32% and global pitches were just 3.9%.

Q7. Was the pitch for a local, regional or global project or appointment?

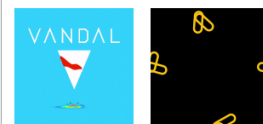


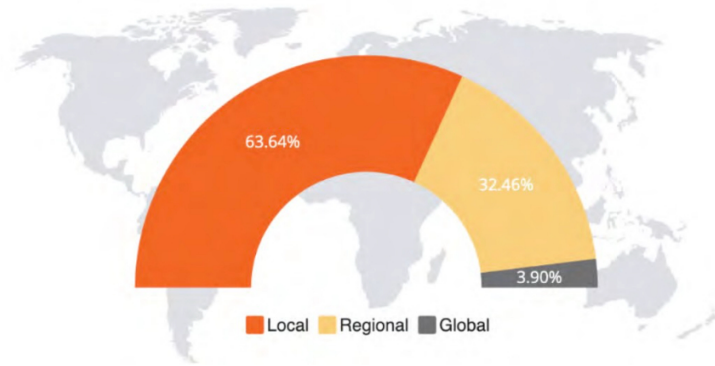
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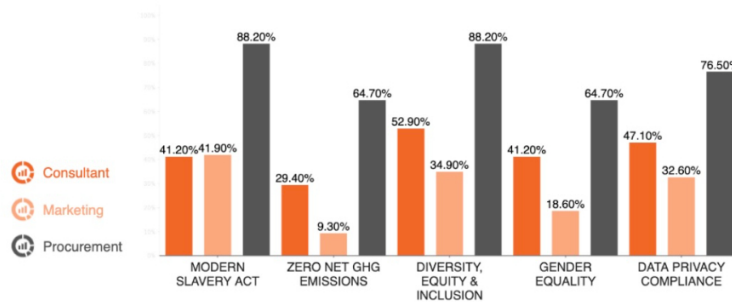
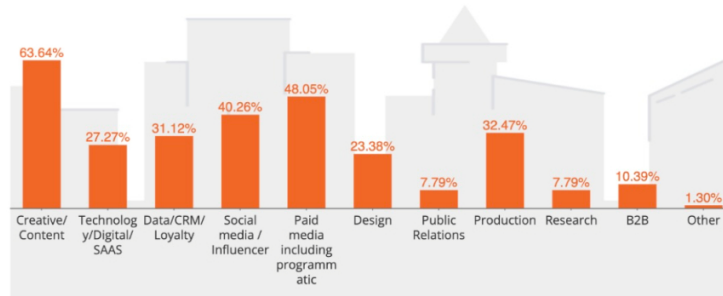




Says Woolley: "It is great to see local pitches dominating the Australian market. We too often hear that global, and even some regional pitches, rarely represent value for return for agencies in the local market and so we see this shift as a positive for Australian adland, although there's a risk that it is cyclical and that particularly COVID may have spiked the number of pitches in categories such as travel, tourism and education."

The needs of clients are also rapidly evolving, with a growing number of clients demanding capabilities beyond strategy, creative/content and paid media, including programmatic.

Q8. What disciplines or capabilities was the client looking for?



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7 COMMENTS

- Darren Woolley** says:
 Thanks for the coverage. If you want to download the report, you can do it here <https://www.trinityp3.com/state-of-the-pitch/>
 Reply
- Pro Cure** says:
 This report is great. And timely.
 But is Trinity P3 part of the problem?
 Reply
- @Pro Cure** says:
 When they keep suggesting the same 3 agencies for every large pitch, I would say yes.
 Reply
- Irony meter just exploded** says:
 'Pitching is broken' say the people who fundamentally helped break it and created their business in the process.
 How you can put out this press release with a straight face actually beggars belief.
 Reply
- Trinity P3 to all of advertising** says:
 'we're all trying to find the guys that did this....'
<https://www.youtube.com/watch?v=ymaqIW9HmDo>
 Reply



??? says:

I feel like I am taking crazy pills...

Are TP3 really out here decrying the state of the thing that they shaped more than any other single entirety in AU over the last 15+ years?

[Reply](#)



Wait, what..?! says:

It defies logic that they'd put this out there in the hope that potential clients read it and those that have been burnt by their process choose to ignore it. I, along with anyone else I know who have gone through an unnecessarily laborious and needlessly painful TP3 pitch, just refuse to partake in anything they're connected with.

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