

Campaign, TrinityP3, Mercer Island Group launch The State of the Pitch survey in US

Campaign US, TrinityP3 and Mercer Island Group team up on the US State of the Pitch — a first-of-its-kind survey to uncover what's working, what's broken and what needs to change.

by [Cecilia Garzella](#) | July 01 2025



If you ask any agency leader or marketer how they feel about the pitch process, you'll probably hear the same thing: It's exhausting, opaque and inconsistent. For something so critical to the lifeblood of agencies and brands alike, the process often feels like a mess.

"It's the Wild West out there, and there isn't any kind of level setting across the pitches," said Robin Boehler, partner and cofounder of Mercer Island Group. "It's just really hard for agencies to plan — to know what's expected, how much work to put in or how much it's going to cost."

That's exactly why Campaign, TrinityP3 and Mercer Island Group have teamed up to launch the [U.S. State of the Pitch](#) — a comprehensive, first-of-its-kind survey created and originally introduced by TrinityP3, aimed at uncovering what's working, what's broken and what's due for serious change.

The goal? To provide data that can raise the standard for everyone — agencies, clients and consultants alike.

"There's very little data readily available about the pitch process," said Steve Boehler, partner and cofounder of Mercer Island Group. "This survey is a chance to help ground everyone in what is happening out there — so we can all have the same conversation about the same data, instead of a bunch of different ones based on individual experience."

Early conversations already hint at familiar frustrations: unclear briefs, unpaid spec work and consultants charging agencies to be included in reviews. But there's also hope. When pitches are run with empathy and structure, offering real feedback, realistic timelines and honest expectations, everyone wins.

"We've built more touchpoints where agencies get to actually interact with the client," said Barry O'Neil, director at Mercer Island Group. "It's led to better pitches because they've already had check-ins and everyone sees how each other works — kind of a mini dry run of the relationship."

The survey builds on earlier work from [Canada](#) and Australia, offering a rare chance to compare regions and practices. It will also explore timely topics ranging from in-person chemistry meetings and the rise of project work to the role of AI in agency evaluations.

"Much of the conversation and complaints about pitching are opinion and anecdotes," said TrinityP3's managing director, Darren Woolley. "By rolling out the 'State of the Pitch' research from Australia to Canada and now to the largest and most important influential advertising market in the world, we are using our methodology to quantify the

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issues and problems associated with pitching, and give agencies a voice to identify and quantify how pitching must and can be made better, worldwide."

Ultimately, the U.S. State of the Pitch aims to shine a light on both the best and worst parts of new business — and help the industry chart a smarter, more transparent path forward.

"When we uncover things that aren't going well, people can then make choices to make them better," said Robin Boehler. "I'm an optimist. When we do important work like this, perhaps we can help to set the record straight."

[Click here now to learn more or to begin the survey.](#)

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