



Australia's Agency Market in Review: TrinityP3 Releases 2025 New Business Report

By **News Editor** - May 30, 2026



SYDNEY, Australia – The TrinityP3 Agency New Business Report 2025 has been released providing a comprehensive insight into agency pitch activity within the Australian advertising, media and marketing industry.

The report analyses more than 400 agency pitches carried out during 2025, many of which were not even publicly announced. Information from 2024 is also incorporated within the report to provide greater insight into changes that took place last year within agency selection, pitch activities and client requirements.

The report provides insight into the performance of agencies, activity within categories, developments within pitch activity and the agencies awarded new clients throughout the year.

Key Findings:

- More than 400 agency tenders analysed during 2025
- Trend analysis incorporating 2024 market activity
- More than 60 pages of market insights and agency data
- A detailed record of agency pitches won throughout 2025
- Analysis of emerging trends likely to influence agency selection in the year ahead

Why the Report Matters

Agency pitching reflects the changes in business focus, marketing investment, and media planning.

The report provides practical insights for marketers, procurement teams and business leaders evaluating agency partnerships, preparing for a pitch process or monitoring developments across the agency market.

The report also provides an overview of the process of selecting agencies in a continuously changing market environment.

Availability

The Agency New Business Report 2025 is available now for \$695 plus GST. More information, visit: trinityp3.com/agency-new-business-report

Marketers looking to explore potential agency partners can also find an agency using TrinityP3's AI tool, which matches businesses with agencies based on capabilities, category experience and specific business requirements.

About Trinity P3

TrinityP3 is a marketing operations management consultancy that helps Chief Marketing Officers (CMOs), marketing procurement teams and agency leaders improve marketing performance, productivity and operational effectiveness.

The consultancy specialises in marketing transformation, procurement advisory, agency selection, agency roster optimisation, media transparency, and commercial evaluation and negotiation services. Through its advisory approach, TrinityP3 works with organisations to improve the efficiency and value of their marketing investments.



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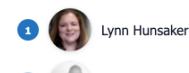
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