

Hires, Wins & Business

Trinity P3 Encourages Agencies to Leverage LBB Profiles for Pitching Success

trinity P3
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Consultants
London, UK

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Influential consultancy founder Darren Woolley tells Toby Hemming why LBB's Creative Library is the "best solution" for visibility and efficiency when it comes to pitching



In today's climate, running an agency can be many things, fun, creative, and inspirational. But it can also be challenging, particularly when it comes to the all-important hunt for new business. The best agencies know the importance of an effective pipeline, and yet the pitching process is often fraught with costs and inefficiencies.

A huge part of LBB's mission is to make life easier for agencies and production companies by helping them save money, whilst attracting and winning new business. Launched in 2023, the Creative Library is a free to view global resource showcasing the very best of the planet's commercial creativity. Offering our audience, now including an impressive 43% of influential brand leaders, a unique resource to discover and share best work and talent.

Now, Darren Woolley - the founder of leading global marketing consultancy Trinity P3 - has affirmed the Creative Library as the "best solution" for agencies looking to achieve visibility and success in their pitching processes.

"LBB and The Creative Library is the best solution we can find", he says. "Not just for the technology, but for the fantastic design of the interface and the high level of engagement of both agencies and clients alike. This offers the perfect collaboration. Agencies can curate their profile on LBB and the Creative library, and share that with us on the TrinityP3 Agency Register".

As Darren goes on to explain, The Creative Library is helping to provide the essential information his clients need when it comes to fulfilling their briefs. "When assessing agencies for adding to the consideration list, we look at the brief from the client", he says. "And being able to view the work that the agency feels the most proud of gives us an invaluable insight into how this comes together in the work they showcase and how it aligns with the clients' requirements. After

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all, our role is to help them find the right agency – not necessarily what everyone thinks is the best agency”.

The Creative Library is a core part of our offering at LBB, and any member is able to leverage it to showcase their work. You can find more about the service [here](#), or reach out to toby@lbbonline.com for a quick chat.

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