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TrinityP3 Calls On Agencies to Submit New Business Wins



TrinityP3
Consultants
London, UK

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In January, the pitch consultancy will publish a 'New Business Report' to track the year in pitching



Agencies have just over two weeks to submit their new business wins for a report that seeks to provide the clearest snapshot yet of client wins across all agencies in the Australian market.

The new TrinityP3 2025 'New Business Report' will be published in January and provides a definite snapshot and analysis of new business trends and wins, both big and small, in the Australian market in 2025.

Darren Woolley, CEO of TrinityP3, noted that this new report builds on the success of 'The State of the Pitch' survey, and seeks to give every agency new business director clarity on the trends and opportunities that will define 2026.

Darren said, "2025 has been a fascinating year for pitching. We saw tremendous amounts of activity in the first half of the year, but in the second half that activity – across the media and creative – really slowed.

"We expect that 2026 will see many brands look to go to market. The purpose of the TrinityP3 2025 'New Business Report' will be to give the market a clear picture of where the opportunities are and how they can best position themselves for what we expect will be an interesting year of pitching."

TrinityP3 has already put together a comprehensive list of public pitches, which shows in 2025, there were more than 100 recorded media pitches. There were 88 recorded creative pitches, 23 PR pitches, 12 social pitches, and nine full-service pitches.

TrinityP3 senior global consultant Kylie Ridler-Dutton, who is authoring the 'New Business Report', noted this is a report focused on across-the-board pitching in Australia.

Kylie said, "For too long, new business reports have focused almost

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type early, not too long, new business reports have focused almost exclusively on the media side of things. The data clearly shows that media is still a big driver of new business in 2025.

"But equally, we are conscious that a lot is happening in other areas such as creative, PR, and increasingly social.

"The TrinityP3 2025 'New Business Report' will be designed to give anyone working in the new business space clarity on the competitive market and where the opportunities are in the new year."

Agencies wanting to have their new business wins recorded can **submit [here](#)**. There are also only two weeks for agencies to provide their views on the 2025 'State of the Pitch' survey, now in its third year. The study has become a landmark in the trade calendar for its honest and upfront assessment of the market's state.

Darren added, "The 'State of the Pitch' is now firmly on the radar in Australia but also globally.

"The report gave the industry a clear lens on the state of new business for agencies and how marketers handle the pitching process, and has now been rolled out in Canada, the US, and Germany.

"Each year it's helpful for agencies, marketers, and the industry bodies to hear the real world stories of what pitching is like for agencies and where things can improve."

Agencies can access the State of the Pitch survey to give feedback over the reporting period [here](#). To download the complete 2025 TrinityP3 State of the Pitch report, [go to the TrinityP3 website](#).

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