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Agencies urged to submit business wins for TrinityP3's 2025 New Business Report

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TrinityP3 is calling on Australian agencies to submit any unreported new business wins for its upcoming 2025 New Business Report, with just over two weeks remaining before submissions close.

The report, due for release in January, will provide a detailed snapshot of pitching activity and new business trends across the Australian market in 2025, spanning media, creative, PR, social and full-service agencies.

Darren Woolley, CEO of TrinityP3, said the report is designed to give agency new business leaders a clearer read on where opportunity is likely to emerge in 2026.

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"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," Woolley said. "We expect that 2026 will see many brands look to go to market."

Based on public data gathered so far, TrinityP3 has already tracked more than 100 media pitches in 2025, alongside 88 creative pitches, 23 PR pitches, 12 social pitches and nine full-service pitches. The consultancy said the data is not yet complete and is urging agencies to ensure their wins are captured.

Kylie Ridler-Dutton, senior global consultant at TrinityP3 and author of the report, said the study would look beyond media alone.

"For too long, new business reports have focused almost exclusively on the media side of things," Ridler-Dutton said. "While media is still a major driver, a lot is also happening in creative, PR and increasingly social."

TrinityP3 is also reminding agencies that submissions remain open for its 2025 State of the Pitch Survey, now in its third year. The benchmark study examines agency and marketer experiences of the pitching process and has since been rolled out internationally in Canada, the US and Germany.

"The State of the Pitch is now firmly on the radar in Australia but also globally," Woolley said. "Each year it gives the industry a clear lens on what's working, what's broken and where things can improve."

Agencies can submit their new business wins and complete the State of the Pitch survey via TrinityP3's submission links ahead of the January reporting deadline.

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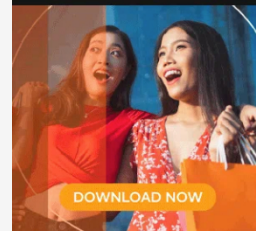


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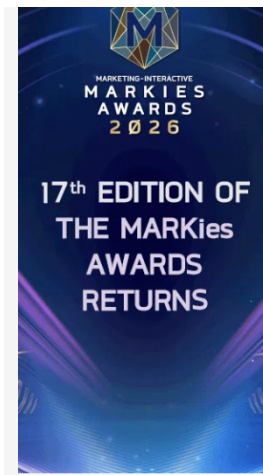
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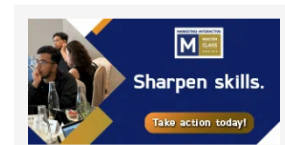
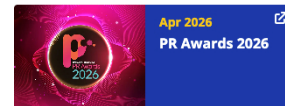
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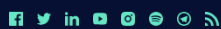
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