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Pitch smarter, not harder: TrinityP3 calls time on outdated pitch model

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Author
[Matthew Eaton](#)

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While marketing has evolved dramatically in recent years, the pitching process has largely remained unchanged.

TrinityP3 is now looking to change that with the launch of BetterPitch - a new framework designed to help marketers run faster, smarter and more effective agency reviews.

The announcement coincides with the opening of the pitch consultancy's third annual State of the Pitch survey, which invites agencies of all sizes to share anonymous feedback on pitch practices and industry challenges.

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"Most pitches in this market are led by marketers themselves," TrinityP3 global CEO Darren Woolley, said. "With BetterPitch, we're equipping them – whether they work with us or not – with the tools to ensure their process is fast, fit, focused, flexible and even fun."

As part of the launch, TrinityP3 has introduced a suite of free tools to help marketers assess their agency relationships and pitch readiness.

These include a BetterPitch checklist to determine whether a pitch is necessary, an Ad Cost Checker to benchmark agency costs, and a Pitch Cost Checker to estimate the financial and time commitments involved. Marketers can also book a consultation to discuss their specific challenges and goals.

Woolley said the tools are designed to help marketers better understand the resource drain pitches place on agencies and improve the process for all parties involved.

TrinityP3's State of the Pitch survey will remain open until 31 December. Now in its third year, the survey has become a fixture on the industry calendar. It is also being expanded to Canada, the US and Germany.

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“We’d love to keep growing the pool of agencies contributing to it,” Woolley said. “It’s about building a better pitch process for everyone involved.”

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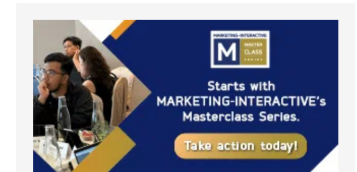
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