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TrinityP3 takes pitch process ‘kicking and screaming’ into the 21st century with AI-powered tools

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TrinityP3 has rebuilt its long-running Agency Register with a new AI-powered search capability designed to make the agency selection process faster, smarter and far less wasteful.

The relaunched platform, TrinityP3 AI Agency Search, uses natural-language prompts to help marketers and procurement teams identify agencies by size, capability and category expertise from a database of thousands across Australia. It's aimed squarely at the growing number of marketers managing their own pitches - around 80% according to TrinityP3 research.

"We're taking pitch consulting kicking and screaming into the 21st century," Darren Woolley, global CEO of TrinityP3, said. "AI isn't replacing the judgment or relationships that make a great partnership. What it does is remove the noise, the wasted effort, the manual trawling, and make the process cleaner and smarter."

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The idea, Woolley said, came from recognising just how many marketers are running small or one-off reviews without external support.

"I talk to marketers who said they don't have the resources or permission to get a third party pitch consultant in to help," he said. "So what they end up doing is Googling agencies, or asking friends or media sales reps for recommendations. There's not a lot of science to it. And we wondered why the same handful of agencies come up again and again."

TrinityP3's database, built and refined since 2007, contains detailed operational and commercial information that isn't public - ownership, key staff, size, clients and specialists. The new AI search unlocks that data without exposing it, matching marketers' prompts to the most relevant results.

"If we're only getting about 5% of all the pitches in market, what a waste for agencies," Woolley said. "There are literally thousands of agencies of all sizes and disciplines - creative, media, PR, research, experiential, social, tech - and many never get seen. This is about opening up that long tail."

Woolley estimates there are more than 400 to 500 smaller pitches in Australia each year, often for short-term or project-based work.

"These brands still need the right partners - they just don't have the same resources as the big retainers," he said. "This gives marketers a solid starting point. It's matchmaking for agencies."

Woolley said Australia will serve as the test market before TrinityP3 rolls the platform out globally. "Australia's a fascinating place to start - it has aspects of the US market and aspects of the UK, so getting it right here will make a big difference," Woolley said. "We'll learn, test and fine-tune before we take it across our network."

Woolley said the tool will also help large advertisers with in-house teams find small, specialised independents for project work. "If you've got a big internal agency and just want some creative or strategic firepower, why wouldn't you? You could easily get a shortlist of eight agencies, email them, have a quick conversation and go from there," he

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said.

Woolley likened the inefficiency of the old process to “kissing a lot of frogs”. “It’s not the frogs’ fault,” he said. “It’s because there was no way of identifying the right ones up front. This should mean less time wasting - agencies get invited to things they’re actually qualified for, and marketers get to better outcomes faster.”

The TrinityP3 AI Agency Search is available now on subscription, giving marketers access to what Woolley calls “a cleaner, more intelligent way to find the right fit.”

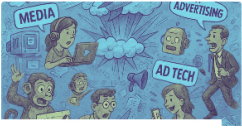
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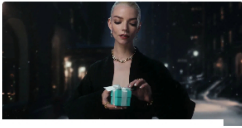
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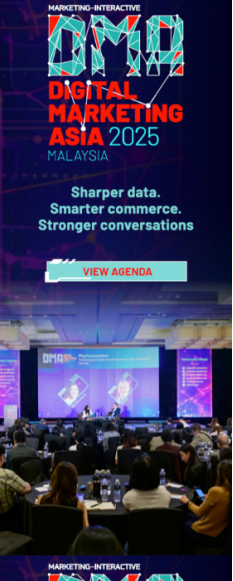
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