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A portrait of a middle-aged man with dark, wavy hair and glasses, wearing a white button-down shirt. He is smiling slightly and looking towards the camera. The background is a dark, textured, draped fabric.

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With more agencies concerned about competitive data sharing, TrinityP3's AI system has

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been built to protect confidentiality while delivering useful insights.

"A lot of agencies are cautious because it's such a competitive market," Woolley said.

"Most won't publish a list of their clients on their websites – they worry competitors could target those clients. It's the same with key personnel. We do ask for that information, but we keep it confidential."

He said the system uses that data to inform AI recommendations without revealing sensitive details.

"For instance, very few agencies will tell you their exact staff numbers. We collect that information and use it to categorise them – boutique, medium, large, or very large. It means users can search for a 'small to medium media agency' instead of needing to specify headcounts."

A people-first approach in an AI world

While AI plays a major role in the new platform, Woolley said the goal isn't to replace human relationships – it's to make them easier to build.

"The goal is to increase opportunities for agencies," he said.

"I've been speaking to agencies in the UK and US where some pitches now have no human interaction – everything happens through a portal. That's growing, but my view is that advertising is still a people business. Chemistry can outweigh capability."

He added that the new tool helps accelerate the process, not automate it entirely.

"If a marketer starts with eight agencies, maybe only a few are a good fit. AI can help match needs to capabilities more accurately, so you might start with three or four that are genuinely the right match. That saves time and resources for both sides," he explained.

Woolley said the goal is to help marketers approach pitches with more precision.

"Before you even start, you have to define what success looks like and be clear on it. Then go to market with the best, most efficient process possible to evaluate against those criteria. We're no longer in a world where it makes sense to just 'see what's out there.' That approach is incredibly wasteful for everyone involved."

By combining AI search with nearly two decades of agency data, TrinityP3 aims to make the pitch process smarter, faster, and more transparent – while keeping the human element front and centre.

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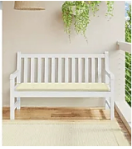


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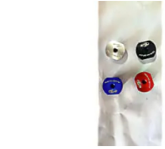
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By **Makayla Muscat**
Posted on 28 October 2025



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