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TrinityP3 offers marketers free tools to run effective pitches ahead of third annual State of The Pitch survey



by Alisha Buaya

Posted on 10 July 2025



'We want the vast majority of marketers to have somewhere to go where they can get some solid advice on how to run a better pitch.'

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TrinityP3 is shaking up the pitch process again as it launches new tools for marketers and opening its third annual **State of The Pitch survey**.

BetterPitch framework aims to help marketers run faster, smarter, and more effective agency reviews.

Darren Woolley, Global CEO of TrinityP3, explained to Mediaweek that BetterPitch was created by TrinityP3 to help marketers improve their pitching skills following the findings of the second State of The Pitch survey.

"The whole purpose of this initiative is to give marketers the resources they need to be better at pitching."

He noted that while marketers and procurement teams run most pitches, they often turn to pitch consultancy firms for advice.

"All marketers know is what they've done previously or what other people have done, and the world's changed a lot. Unfortunately, the pitch process hasn't and so we (TrinityP3) decided towards the end of last year what we could do to help marketers run their pitches better.

"What we've done is we've built a questionnaire that helps them work out whether they should be pitching or not, and set up a mini-coaching session to help them take them through the process before they start the pitch.



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"We've got our benchmarking tool online that they can use to work out what's a fair fee for their agency so we've put together this package of tools so that marketers can start to get better ideas or you know get have somewhere to go to get an idea of how to run a better pitch."

BetterPitch offers a free suite of tools – BetterPitch checklist to help marketers determine if a pitch is necessary, Ad Cost Checker to benchmark agency costs, and Pitch Cost Checker to estimate the financial and time commitments involved in the pitch process.

Woolley said the free access to the BetterPitch tools and consultation sessions will help marketers who have low or no budgets to run a pitch or run complex pitches that require advice.

"We want the vast majority of marketers to have somewhere to go where they can get some solid advice on how to run a better pitch and not be one of those scoring twos and ones in the annual state of the pitch survey."

Taking the State of the Pitch around the world

TrinityP3's State of the Pitch has examined the pitch process in Australia for the past two years and expanded to Canada and the US.

Woolley revealed that Canada's results from the first round of the survey were not that much different to Australia and was keen to compare data from the US.

"I don't think big markets necessarily get their pitches any better than smaller markets. But I think the pitch process globally has really struggled because in the old days, you'd get a creative agency and maybe a media agency.

"These days there's so many specialists and there's so much technology and there's all these things that are part of the pitch process and it's become a lot more complicated and complex to run a good pitch."

Despite the complexities that come with choosing, Woolley noted that he often sees marketers choosing an agency that offers everything because it is the easier choice rather than the individual specialisations they need.

"It's just easier than trying to work out the individual parts. There are clients that will try and find one agency to do everything, when in some cases you may need a specialist because the needs that you have can't be fulfilled by an agency that's a tacked-on service.

"Part of having a better pitch is one where marketers can make those decisions and work with the right agency for the job, not just compromise and settle for something less."

The next market to be surveyed is Germany in the coming months, while talks are underway for the APAC region to be surveyed.

"If some markets have got it really well organised, then we should be sharing that with other markets. This is trying to raise the standard of better pitching globally no one's got a mandate on that," he added.

Getting honest praise and honest criticism

The launch of TrinityP3's BetterPitch initiative comes as the third State of The Pitch survey has officially gone live.

From now until December 31, 2025, agencies are being asked to share their feedback and experiences of the pitch process.

Going into the next survey, Woolley noted that he wants agencies to share their feedback, from small local pitches to big, global pitches.

"We want to get the very best view of pitching in Australia in the next six months. It's open till December 31st, and it is anonymous, so agencies can be honest.

"That means honest praise and honest criticism."

Top image: Darren Woolley

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2025 has been flying by, and now there's **less than six months until Christmas**. While a special time for many, the festive season is also widely recognised as being an expensive time of year — which can be made worse by cost-of-living pressures. Luckily, there's a way you can help to ease the financial stressors of the festive season: **Everyday Rewards' Bank For Christmas**. Designed to help you get ahead of your annual celebrations, Bank For Christmas is an Everyday Rewards choice that you can switch to at any time (but the sooner, the better), allowing you to **stash your points for use around the festive season**. With every 2,000 points resulting in \$10 off a future festive shop, it's the perfect way to give back to yourself while you're busy preparing a happy holiday period for your loved ones.

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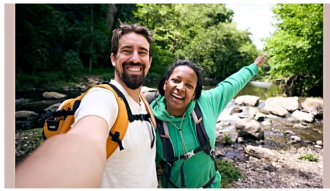


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Kellie Campbell-Illingworth and Jef Wong represent Australia & New Zealand on Young Guns 23 jury



By Alisha Buaya

Posted on 10 July 2025



The competition identifies and celebrates today's vanguard of young creative professionals.



A pair from Australia and New Zealand will serve on the jury for the global Young Guns 23 competition, joining more than 100 creative professionals from around the world as announced by The One Club for Creativity.

Kellie Campbell-Illingworth (YG8), creative director from Parallax in Adelaide, and **Jef Wong**, ECD at Designworks in Auckland join the Young Guns jury which identifies and celebrates today's vanguard of young creative professionals.

The renowned competitions regularly attract entries from upwards of 45 countries, with more than half coming from outside the US.

Levine/Leavitt, a long-time YG partner, will once again offer its Artists-in-Residence Award in which the artist rep firm provides one YG winner with a full year of artist and career management representation.

Also continuing this year is the Levine/Leavitt Young Guns Assistance Program, open to illustrators and photographers who qualify for YG23 but may not have the means to enter with ease. Successful applicants receive free entry into the competition courtesy of Levine/Leavitt.

All Young Guns winners receive a unique version of the iconic Young Guns Cube, designed exclusively for this year's incoming class, and have their permanent profile page added to the Young Guns website.

Winners also receive a complimentary one-year One Club for Creativity membership, permanent membership in the Young Guns network, a chance to be featured in Young Guns events and an assortment of career-boosting opportunities from Young Guns sponsors.





The program is open to those ages 30 and under who have been working for at least two years, full-time or freelance. Eligible entrants can submit a combination of professional and personal work via online entry system until the final deadline of September 18, 2025. Winners will be announced in December.

Past Young Guns include rising stars who went on to become leaders in their chosen fields, including Oscar-winning film director duo **DANIELS** (Daniel Kwan and Daniel Scheinert) (YG14), "Top Gun Maverick" director **Joseph Kosinski** (YG4); graphic designers **James Victore** (YG1), **Stefan Sagmeister** (YG1), **Natasha Jen** (YG4) and **Jessica Walsh** (YG8); artist/designer **Rich Tu** (YG8); ad creatives **Rei Inamoto** (YG4) and **Menno Kluin** (YG6); illustrators **Christoph Niemann** (YG2) and **Deanne Cheuk** (YG4); fashion designer **Kerby Jean-Raymond** (YG14); artist/filmmaker **Calmatic** (YG16); director/photographer **India Sleem** (YG17); photographer **Ryan McGuinness** (YG2); typographers **Alex Trochut** (YG6) and **Gemma O'Brien** (YG13); and animation artist **Todd St. John** (YG1)/

Program branding and design of the Young Guns Cube award itself are reimaged each year by a past Young Gun winner. This year's branding was created by YG23 jury member **Khyati Trehan** (YG19), a talented graphic designer and 3D visual artist originally from New Delhi who now serves as senior designer at Google Creative Lab in New York.

The One Club for Creativity is a non-profit organisation whose mission is to support and celebrate the success of the global creative community.


It is known for for The One Show, ADC Annual Awards, Art Directors Club of Europe (ADCE) awards, ONE Asia Awards, Type Directors Club and competition, TDC Ascenders, Young Guns, Young Ones Student Awards, Next Creative Leaders, ONE Screen Short Film Festival.

Top image: Kellie Campbell-Illingworth and Jef Wong

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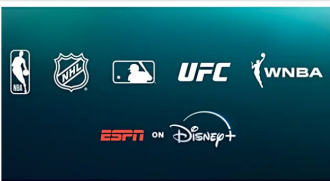
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