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HAIKU

*BetterPitch unveiled,
Streamlining agency bids,
Insights shared worldwide.*

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TrinityP3 publishes BetterPitch framework ahead of annual survey project

Australian pitch consultancy TrinityP3 has introduced a new framework named BetterPitch to help marketers conduct more streamlined and effective agency reviews. It aligns with the commencement of TrinityP3's annual 'The State of the Pitch' survey, which is now in its third year.

The survey invites agencies of all sizes to share their experiences and insights regarding the pitching process. It has been expanded to include Canada and the United States, with plans to extend it to Germany. The survey is open until December 31, 2025, and agencies are encouraged to provide regular feedback. The full 2025 TrinityP3 State of the Pitch report is available for download on the TrinityP3 website.

The BetterPitch framework encompasses a suite of free tools for marketers to assess their readiness to pitch, including checklists, coaching, agency cost, and pitch cost checkers. The BetterPitch initiative features a BetterPitch checklist designed to help marketers determine the necessity of a pitch. Additionally, an Ad Cost Checker is available to benchmark agency costs, along with a Pitch Cost Checker to estimate the financial and time commitments involved in the pitch process.

Darren Woolley, Global CEO of TrinityP3, said: "Our decision to launch BetterPitch reflects two consistent truths. Firstly, while marketing has evolved dramatically in recent years, the pitching process has largely remained unchanged. Secondly, the feedback we continue to hear is that pitching can – and should – be better.

"Most pitches in this market are led by marketers themselves. 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."

The BetterPitch framework also includes a provision for a free one-hour consultation for marketers seeking guidance. This initiative aims to address one of the significant challenges faced by agencies: the resource drain associated with pitching.

"One of the biggest challenges for agencies is the resource drain associated with pitching. These tools allow marketers to better understand the burden they may be placing on agencies, and how to design a more efficient process," said Woolley.

"The State of the Pitch has become a fixture in the industry calendar. It provides unique insights into what's working and what's not in the pitch process. This year, we have also rolled it out in Canada and the US are now moving to roll it out in Germany as well," he continued. "Now that 'The State of Pitch' is firmly established in Australia, we would love to continue growing the pool of agencies and hopefully get more agencies giving us their anonymous feedback on what's working and what isn't when it comes to pitching."

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