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TrinityP3 unveils AI-enhanced Agency Register to aid marketers in pitch management

TrinityP3 has relaunched its Agency Register, incorporating advanced AI search capabilities aimed at assisting marketers who manage their own agency pitches.

The new feature utilises natural language processing to enable marketers to search for agencies based on location, size, and capabilities.

The Agency Register is described as the largest and most comprehensive database of Australian agencies. It encompasses a wide array of agency types, including creative, brand, media, PR, social, digital, design, research, technology, shopper, experiential, and event agencies.

TrinityP3's research indicates that consultants manage just 20% of pitches, with the remaining 80% handled by marketers and procurement teams.

The Agency Register aims to streamline the agency selection process, potentially reducing the need for open tenders and lengthy selection procedures. It provides commercial and operational data that is not typically available on agency websites or directories.

Darren Woolley, Global CEO of TrinityP3, highlighted the challenges faced by marketers in running their own pitches, including underestimating the time and resources required and the difficulty in identifying suitable agencies. "Our experience shows two major problems for marketers running their own pitch: they underestimate the time and resources required to manage a pitch and how disruptive this is to the marketing business."

"They have real difficulty identifying suitable agencies to invite for tender. Many marketers will resort to either a Google search, or asking friends or colleagues, or in the worst case scenario, an open tender with hundreds of agencies responding, or an EOJ or RFI process - this process often wastes tremendous resources on both sides," Woolley added.

Woolley also emphasised the importance of providing marketers with comprehensive information about the agency landscape. "There is a significant portion of marketers who want or need to run their own pitch. But this shouldn't stop them from having as complete a picture of the agency landscape as possible," he said.

The tool, which has long been a resource for TrinityP3's team of consultants, is now accessible to marketers and procurement teams. The AI search tool is available through a subscription model, offered on either a monthly or annual basis.

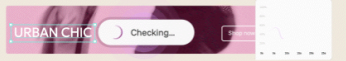
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