



NEWS

Atomic 212 leads Trinity P3's 2025 pitch winners report

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Publicis' acquisition of Atomic 212 has paid off, according to Trinity P3's rankings (Mumbrella)



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Atomic 212 has emerged as Australia's biggest new business winner of 2025, according to data compiled by pitch consultancy Trinity P3.

The Publicis-owned Atomic 212 secured 31 media planning and buying wins out of 214 pitches tracked by Trinity P3 last year, the report — which was shared with Mumbrella — shows.

Atomic 212's wins helped catapult Publicis Group to the top of the holding company rankings, with its agencies collectively winning 48 pitches in total. Publicis Group overnight [reported impressive full-year results](#), highlighting a "strong performance" in the Australian market.

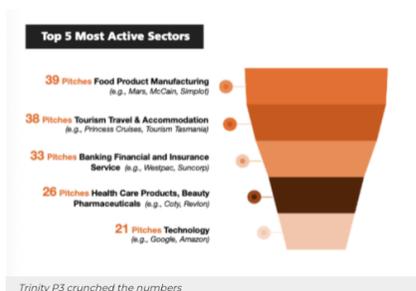
According to the consultancy's New Business Report, more than 441 pitches took place in 2025. Almost half were for media, with 134 for creative services, 26 for "full service", 24 for public relations, 15 for digital, and 15 for "social only".

Independent agencies accounted for over 60% of the pitch winners, with Hero leading creative wins with 12 pitches. Fellow independent Apparent took the most non-media business, winning 18 pitches.

Notably, according to Trinity P3 founder and CEO Darren Woolley, 70% of the pitches tracked were for project work rather than retained agencies.

In terms of categories, food products led narrowly with 39 pitches, followed by travel and tourism with 38.

Two brands — Webjet and Optus — each ran four pitches in 2025, spanning creative and media; Webjet also included PR and digital, while Optus covered B2B marketing and production.



Trinity P3 crunched the numbers

In a press release announcing the report, Kylie Ridler-Dutton, senior global consultant at TrinityP3 and co-author of the report, said: "The agency landscape is turning into something of a barbell. Holding companies on one side, independents on the other, often led by founders who've come out of those same holding groups. If your

agency sits somewhere in the middle, it's increasingly the one being squeezed."

Although Trinity P3 declined to provide the top 10 agencies in ranking order, it did share them in alphabetical order.

Top 10 agencies by tenders won:

- Atomic 212
- Apparent
- Brainlabs
- Emotive
- Havas
- Hatched
- Hero
- Initiative
- Nunn Media
- Today The Brave

Top 10 media agencies by tenders won:

- Atomic 212
- Brainlabs
- Havas
- Hatched
- Initiative
- Mediahub
- Mindshare
- Nunn Media
- PHD
- UM

Top 10 creative agencies by tenders won:

- 72andSunny
- Apparent
- BMF
- Born
- DDB
- Droga5
- Emotive
- Hero
- Special
- Today The Brave

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