

Returning to Melbourne, March 17

F.Y.I.

Darren Woolley's TrinityP3 turns 20

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TrinityP3 turns 20 this week, causing founder and global CEO Darren Woolley to reflect on the past two decades for the business and the industry more broadly.

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The announcement:

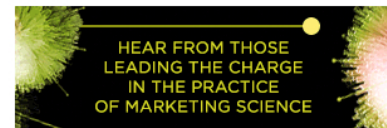
This week marks the 20th anniversary of global marketing consultancy TrinityP3, a significant milestone given the immense transformation of industry world-wide during that time. To survive – let alone thrive – for two decades requires more than just hard work. It requires the ability to think fast, adapt quickly and willingly to market and global change, and maintain a strong connection to an ever-evolving customer base. TrinityP3 boasts all three, the ‘triple threat’ for 21st Century commercial success.

“We’ve come a long way from our original vision of TrinityP3 as an independent facilitator between marketers and agencies,” explains Founder and Global CEO, Darren Woolley, “which was very much a linear relationship.”

Woolley launched the business in 2000 after noticing a gap in the marketplace. Marketers were looking for agencies’ help, so P3 was created to assist “people achieve commercial purpose through creative process.” – the three Ps.

Over time, the company evolved from its linear roots to an innovative new model, adept at understanding and interpreting complexity, and recognising the connection between all their clients – marketers, procurement and agencies – the Trinity.

Woolley stresses that companies are still approaching them with the



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same questions as they had 20 years ago: how can they allocate their budgets more effectively, are they working with the right agencies, and are they paying too much?

What has changed, though, is TrinityP3's approach to solving these issues. Previously, client outcomes had been based on opting for one solution or another. Woolley clarifies, "Complexity isn't about binary choices. The world is not black and white. It's a million different colours and you need to do the work and the thinking to make informed decisions in whichever part of the rainbow you're opting to exist at."

TrinityP3 has also faced some obstacles on its way to the market leading status they hold today. Woolley describes how some of his best decisions have had the worst timing – like opening in Singapore and Hong Kong at the start of the Global Financial Crisis, or opening in London on the day of the vote for Brexit. But now all of that is settled and the future looks promising, with 2040 around the corner!

Source: TrinityP3 press release

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