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MEDIA RELEASES

# TrinityP3 Celebrates Twenty Years of Independent Marketing Management Consulting

TrinityP3 celebrates twenty years of independent marketing management consulting, marking a major milestone in its history. The global consultancy is recognised for reshaping how brands select, manage, and get value from their agency partnerships over the past two decades.



Austech Media

Last updated: April 21, 2026 4:56 pm

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TrinityP3, the global marketing management consultancy, has marked its twentieth anniversary, celebrating two decades of independent advisory work that has fundamentally changed how major brands approach agency selection, pitch management, and marketing performance.

Founded by **Darren Woolley** following his departure from JWT, where he served as Creative Director, TrinityP3 began as a single-person consultancy in Sydney with a clear purpose: to bring independent rigour and commercial objectivity to the relationship between marketers and their agencies.

Twenty years on, the firm operates across four global offices — Sydney, New York, London, and Zurich — and has advised hundreds of brands across financial services, telecommunications, retail, higher education, and consumer goods.

To mark the milestone, Woolley recorded a dedicated episode of the firm's long-running Managing Marketing podcast, reflecting on the full history of the business.

The conversation covers the founding of the original practice — first registered as P3 — its expansion into Asian markets, subsequent growth into Europe and the United States, the eventual rename to TrinityP3, and the lessons and challenges encountered along the way.

"Looking back over twenty years, the marketing industry has changed enormously," Woolley said.

"But the core problem we set out to solve — helping brands make better, more informed decisions about their agency partnerships — remains as relevant today as it was in 2006," he said.

### A milestone moment for the industry as well as the firm

The anniversary coincides with a period of significant structural change in how agency selection is conducted.

TrinityP3's State of the Pitch research—now in its third year and expanded internationally across Australia, Canada, the United States, and Germany—reveals that marketers and procurement teams now independently manage 80% of all agency pitches.

The data signals a fundamental shift in the market TrinityP3 has served for two decades, and the consultancy has responded accordingly.

## Opening the Agency Register to the market

The most significant product development in TrinityP3's history launched alongside this milestone: the AI Agency Search platform.

It gives marketers, advertisers, and procurement professionals direct access to the firm's Agency Register for the first time. The register is a private database built since 2007 with detailed profiles on thousands of agencies across multiple disciplines.

Previously available only to TrinityP3 consultants managing client pitches, the register contains the commercially sensitive detail that agencies do not publish publicly — capability depth, team structure, specialist expertise, commercial approach, and agency values.

The platform uses natural language AI, allowing users to search in plain English and receive a matched shortlist drawn from the full register.

For marketing and procurement teams seeking to [find an agency using TrinityP3's AI tool](#), the platform is available now on a month-to-month or annual subscription basis.

"This is twenty years of agency intelligence, now available to any marketer who needs it. The industry has changed," Woolley said.

"More teams are running their own pitch processes than ever before, and they deserve access to the same quality of information that we have always brought to our consultant-



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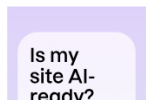
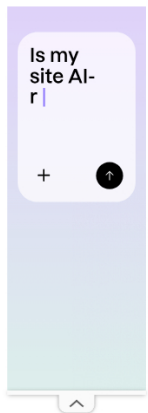
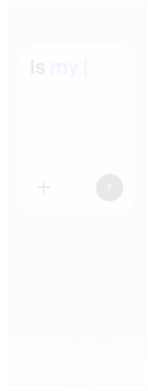
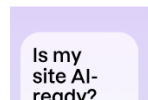
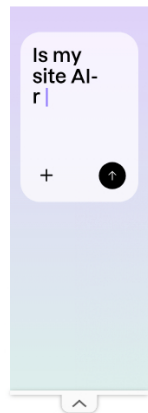
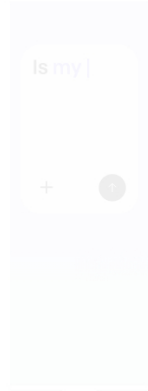
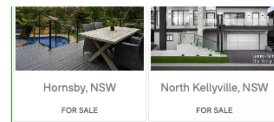
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led work. That is what the Agency Search platform delivers.” he said.



By Austech Media

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May, 08, 2026

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