

Research Brief

Client company:	Client contact:
Project title:	Project Budget:
Brief date:	Completion date:

Please briefly answer the following questions, as far as you are able, in order to ensure that we develop the most effective research solution to meet your needs.

BACKGROUND - What is the marketing context for the research (e.g. company, products, services, structure, channels, performance, competitors)?

TRIGGER - Why is the research required (e.g. statement and explanation of issue/opportunity)?

OBJECTIVES - What specifically should the research achieve (e.g. information requirement and understanding/insight sought)?

OUTCOME - What action is anticipated as a result of the research (e.g. way in which research will be used)?

KNOWN - What is already known about the subject being researched (e.g. pre-existing research/reports, previous 'learnings', in-house resources)?

AUDIENCE - Who and where are the target individuals/groups for the research (e.g. title, sector, demographics, geographic scope)?

SPECIFICS - What specific information is needed as a result of the research (e.g. market size, trends, buying behaviour, customer needs, media consumption)?

METHODOLOGY - Are there any initial views surrounding methodology (e.g. preferences or avoidances)?

BUDGET - What is the proposed budget?

RESULTS - Are there any specific reporting/presentation requirements (e.g. one-to-one presentation, group presentation, report-only)?

TIMELINE - What are the critical dates for the research (e.g. briefing date, fieldwork preference, presentation deadline)?

PARTNERS - Are there any third party marketing partners/stakeholders with an interest in the research (e.g. advertising agency, satellite offices, investors)?

MISCELLANEOUS - Are there any other factors to be borne in mind with respect to the project or its context (e.g. timing of marketing activities, production schedules, service issues)?