

# Research Brief

Project Name:



Date:

Client Name:

Contact details:

## THE WHAT

### Project Background

**Tell us about your project, your organisation and the context for your need for research.**

*What is the background to this brief?  
Why are you doing it?*

*What is the ultimate use of the research – what are you going to do with the findings? What is it going to inform?*

*Do you have any previous research available that will help inform this project and when would that be available to suppliers?*

### Research Objectives: What do you want to find out?

**Overall objectives: What are the overall objectives of this research - what do you want to achieve or understand from the research?**

*For example, to inform your marketing or communication strategy, to test concepts, understand how people shop a category, gain insight into current brand perceptions etc?*

**Specific Objectives:**  
*What do you think needs to be explored to achieve the overall objectives?*

### Project Deliverables: What are your needs for project delivery? (please tick a relevant box)

What is your preferred format for the project debrief  
 Powerpoint document  Word report format?

Would you like a face to face presentation of the results?  YES  NO

Do you require interim reporting of any kind?  YES  NO

Do you require a workshop or any co-creation?  YES  NO

### Project Costs & Budget:

**Do you have a project budget in mind?**

*(PS: It can help to provide a ball park figure where possible so we can aim to maximise your budget).  
How would you like project costs to be provided?*

*Do you have any specific invoicing requirements?*

## THE WHO

### Your Target Audience: Who do you want to talk to?

**Who is your audience?:**

*Do you want to focus on your customers (regular/ occasional/lapsed) or prospective, competitor customers?*

*Include key demographics as far as possible e.g age/ sex/social grade/lifestage*

*What sample size do you envisage?*

*Does the research need to access your customer contacts or will the agency source respondents?*

*If lists are being provided, are they GDPR compliant?*

## THE HOW

### Research Approach: Do you have a preferred methodology in mind?

*Are you looking for qualitative or quantitative research or both?*

*Are you looking for...face to face, phone, online approaches?*

*Would you like us to recommend an approach with supporting information?*

*Do you need an iterative approach?*

**Stimulus:**

*What stimulus do you envisage?*

*Who will be producing the stimulus?*

*Do you need us to assist in this?*

## THE WHEN

### Project Timescales:

What are your key project milestones including:	
Any questions on the brief required by	
Proposal required by	
Interim reporting required by	
Project Debrief date	

### Your details:

How would you like us to contact you?	
Are you available to talk through the brief?	
Who are we to send our proposals to?	