**Research Brief**

*Following are questions that can be extremely helpful for both client and research agency in designing a brief and an answering proposal. The more thought and effort put into the front end of defining the research problem and designing the approach, the better the information and outputs from the research.*

# Background

*Information about your company, existing products/services, and the market you operate in, including competitors and their products/services. Please also include an explanation of the trigger for this research, in as much detail as possible – why this research now?*

# Business decision

*What decisions will be made using this research? How will the research be used and by whom (e.g. marketing, product development, customer service, management, etc)?*

# Overall research objective

*What is the fundamental question the research must answer or what is the top priority information need?*

# Detailed research objectives

*Specific information needs or questions that the research should answer.*

# Anticipated methodology

*Do you have initial preferences for the methodological approach(es) for the project? These include* ***quantitative*** *(online, telephone) or* ***qualitative*** *(focus groups, depth interviews, online bulletin boards, live web-based video groups), singly or in combination. If not, don’t worry, we will discuss this thoroughly with you.*

# Sample

*Who should be included in the research? Include details about demographic and other information that will affect respondent sample, whether customer lists will be provided, an estimate of how many people are in the target market (incidence), etc.*

# Deliverables

*How would you like the results delivered to you? This may range from a verbal debrief only to an emailed topline Word report of 4-6 pages to a full personal presentation of results with a standalone PowerPoint document for future reference.*

# Other information

*Any other information that may be relevant to the research, including stakeholders, competitors, anticipated market changes, etc. Details about stimulus materials and their state of readiness should be included here (e.g. TVCs, storyboards, concept descriptions, potential names, other materials), as well as information about whether the research company is expected to assist in developing them to be research-ready.*

# Proposal process and research timing

*Stages and timeframes involved in reviewing proposals, selecting research companies, confirming project approach & scope and starting the research. Include any critical dates or deadlines that affect the project, e.g. board meeting, product launch, deadline to commission advertising, etc.*

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| --- | --- |
| **Action** | **Date** |
| RFP/ brief sent to research companies |  |
| Proposals due |  |
| Research provider decision |  |
| Interviewing/fieldwork |  |
| Reporting (preliminary, full, etc) |  |

Comments about process and timing – any deadlines or events that need to be taken into consideration?

# Budget

*Please provide details about budget that has been allocated for this research. Even if an amount has not been decided, budget guidelines are extremely helpful to ensure that the proposed research approach is realistic.*

# Contacts

*Names, role and contact information of people involved in commissioning the research and working with the provider.*