Market Research Brief

For Brandspeak Limited

Brandspeak has compiled this market research briefing template for use by our customers. It is intended to help you formalise your thinking about the market research you need, and to help us gather the information we need in order to provide you with a proposal and quote.

Don’t worry if you can only fill in parts of it, or don’t even know where to start! You can just give us a call on 0203 858 0052 and we’ll walk through things with you over the phone. Alternatively, you can send us an email to enquiries@brandspeak.co.uk

# Your name, job title and contact details

# *Please provide us with your name and contact details*

# Your project in summary

# *Give us an overview of your project in just one or two sentences e.g. ‘Research about a new push chair concept with UK mums’ or ‘A survey of SME decision-makers regarding the purchase of on-going tech support in US, Germany and Japan’*

# Your company and its offer

# *To help us understand your business, please use this section to provide some information about your company; what it does, your products / services relevant to this enquiry and a description of your customer base. Provide a link to your website*

# The business requirement

# *In this section explain briefly about the business need for the project; why does your company need the research to be done and how the outputs will be used*

#  Preferred approach

# *Here please include any expectations you may have regarding the research methodology (e.g. quantitative / online survey or qualitative / focus groups). If you don’t know or don’t have any particular expectations at this stage then don’t worry - we’ll recommend the best approach in our proposal*

# The project objectives

# *In this section provide a bullet-pointed list of your project objectives and / or individual questions that the research must address. The more detail here the better!*

## Research recruitment profile

## *Please provide as much detail as you can about the profile of the people you would like us to recruit for this research. If B2C, then individual segments, relevant demographics and characteristics etc. If B2B, then industry sectors, job titles etc.*

## *If you have an idea of the numbers you would like us to recruit, please add that here. If you don’t, don’t worry, we’ll be going through all this with you in detail later*

## Timing

## *Please tell us when the results are needed by and any other timing requirements or constraints you may have*

## Reporting

## *If you have any preferences about the way the project is reported back to you, then please add them here.*

## *For example, if this is for a quantitative survey, tell us if you would like data-only (so you can do the analysis or reporting yourselves) of whether you prefer us to do the analysis and reporting for you? We are happy to provide costs for both if you would like*

##  *If it is for a qualitative project, would you prefer a more budget-friendly Express Debrief, which contains all the important findings, but no supporting quotes from the participants, or the full debrief, with quotes and greater supporting detail*

## Budget

## *It’s really helpful for us if you can give an indication of your price expectations – or a maximum amount you are able and willing to spend. We operate in a very competitive research market place so our costs will always be highly competitive, but with your information we can ensure we identify the best way to get value for money without exceeding your budget*

## Any other information

## *Please use this section to provide any other information you think could be relevant, or any immediate questions you have. For example, you can let us know if your brief is to be released as a tender, any relevant Data Protection.*