**Market Research Brief Template**

**Introduction**

- Who are you and which company / organisation are you working for?
- Which industry do you operate in?
- Which department do you work in?

Example:
*I'm working for the marketing team at Coca Cola - a producer of soft drinks based in Atlanta / USA. I'm writing from the London office.*

**Background**

- What do you require market research services for?
- What is your main research objective? What are additional research objectives?

Example
*We are due to launch a TV advertising campaign in the UK and would like to establish Coca Cola brand awareness before and following the campaign.*

**Target Audience**

- Who do you want feedback from? What's the main market (e.g. only women? Only people aged 50+? Only those who own a tablet computer?
- Can you provide a customer database?

Example:
*We are especially keen to evaluate brand awareness among UK residents aged between 16-24.*

**Methodology**

- Do you intend to do an online survey? Or focus groups?
- Tell us why you think which approach is best suited for your market research requirement.

Example:
*We are only interested in a few simple parameters and, as such, think that a short online questionnaire among a representative sample of the target audience would suffice. We are open to your suggestions however.*

**Timescale**

- Date of appointment?
- Date of set-up meeting (if required)?
- Date by when you need findings?

**Deliverables**

- Raw data file?
- Written summary report?
- Face-to-face debrief?

Example:
*We need a final report including executive summary, methodology, key findings, and would like you to conduct a formal presentation of results to our management team here in London.*

**Budget**

- Your maximum budget available.

**Your contact details**

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**Please send your Market Research Brief to info@ljresearch.co.uk**
**We will be in touch shortly.**