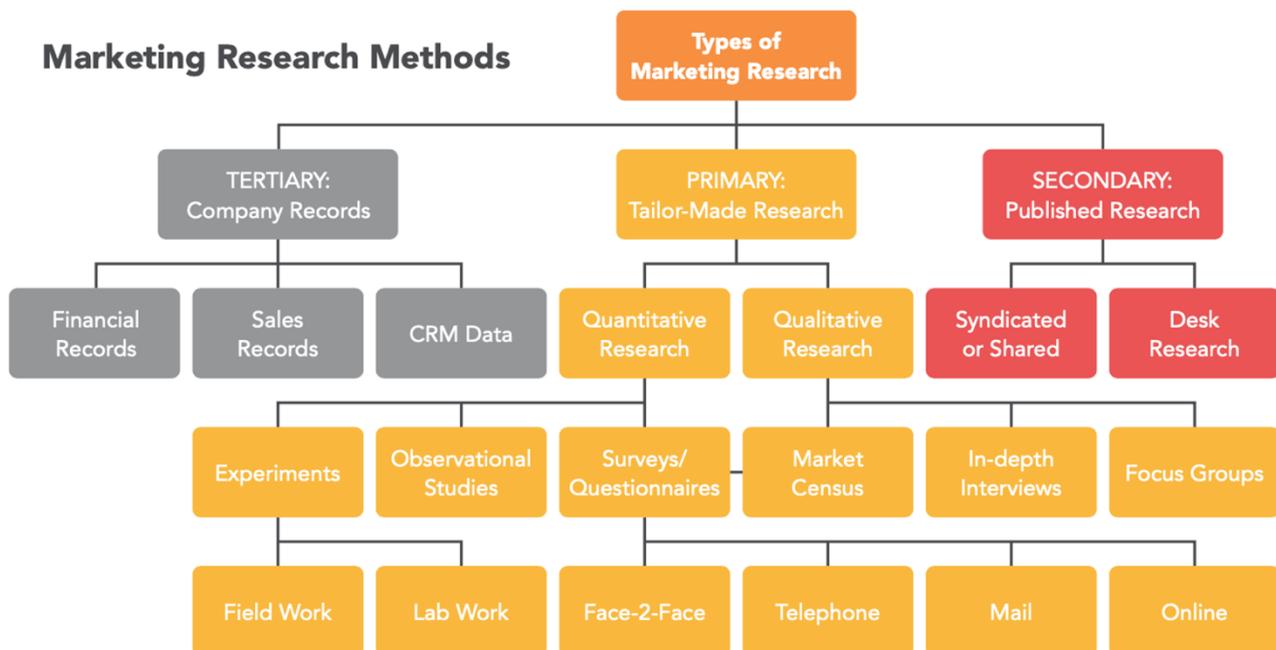


Market Research Brief

The market research brief is your tool for communicating your market research requirements to your Leadership Empowerment market research team.

Market research takes many forms, such as surveys, focus groups, questionnaires, etc. By clearly describing **why** you need the research, our consultants can guide you as well as effectively advise on the most appropriate form of market research would be most suitable and appropriate for your needs.



© Leigh Cowan 2006

Figure 10: A tight brief helps determine the most effective research methodology

It helps to have as much information as possible to accurately assess the requirements of an organisation. key requirements of the market research brief include:

- Research objectives, (distinct from project or communications objectives)
- Why the research findings are required
- Market segments, product portfolio, brands and background trading information
- Existing research, industry data, and any information or insights that will assist the research process.

This table might be of help:

Project title
Background <i>Why is market research required? What kind of policy change and/or communications effort is planned? Does any previous research exist in other states? Are there other stakeholders involved?</i>
Purpose <i>What is the market research designed to inform? How will the findings be used? Who will use the findings?</i>
Objectives <i>What are the key questions that the project should be designed to answer? What do you want to prove or disprove?</i>
Sample <i>From what population should the sample be selected? Are there specific segments or groups within this population that should be included? Are there any that should be excluded?</i>
Timeframe <i>Is there a deadline for the outcomes of the research or final report?</i>
Deliverables / Outputs <i>For the purpose of building research questions; what are the required outputs eg. raw data, interim reports, complete answers to survey, recommendations etc.</i>