



Research-Brief Guide

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|--|--|--|--|----------------------|
| Date: | | | | Your company: |
| Your contact names & positions: | | | | |

Background situation:
Company details, recent, relevant history, issues of importance, e.g. personnel changes, competitor activity, budget changes etc.

Current situation requiring research
Product or service / market to be researched, relevant history, current status.
General notes...



Current situation requiring research:

CHECK-LIST OF KEY POINTS TO COVER

- *What is **already known**, including market or customer base.*

- ***What** the research has to answer.*

- ***Why** this information is needed, and **how** it will be used.*

- ***Who** will be using the research – key stakeholders?*

- *Any relevant information from **previous research**?*

- *How **robust** must the answers be?*
- *What will be the **controversies** or arguments surrounding the research or results?*
- ***Implications** of answers gained*
- *How good is the 'buy-in'?*
- ***Political issues** to be wary of?*

- ***Key samples of interest**
What about their opposites, others not considered?*

- ***Resources available for the research**
E.g. customer lists, industry details, database history etc*

- ***Any methodological likes / dislikes?**
E.g. from bad experiences in the past?
Or love certain methodologies?*



Timing

*When do you need the **proposal** by?*

*When do you need the **results** by? Toplines / full results?*

*Is the deadline due to an immovable date or some other reason?
(How much 'slack' is there?)*

Budget available?

Best to get some ball-park to avoid wasting everyone's time.

Competitive pitch?

Who are we up against?

Who to be signing off?

Including positions / departments if unknown.

Proposal presentation?

We really prefer to present the proposal in person – can we?

Interest in Ipsos?

*Why are you interested in Ipsos? Special skills, reputation...?
Problems with your last company?*