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| **Research & Insight Brief Form** |
| **Use this simple template to capture the information to help create your research brief.** |
| **Background – about your business/organisation, where you are based, the industry you are in, your competitors etc.** |
| Add your text here ..  Add your text here .. |
| **Business aims and objectives – what the overall goal?** |
| Add your text here ..  Add your text here .. |
| **What’s standing in the way of that goal that you think research could help with?** |
| Add your text here ..  Add your text here .. |
| **How will the research be used?** |
| Add your text here ..  Add your text here .. |
| **Target audience – who are your current and potential customers?** |
| Add your text here ..  Add your text here .. |
| **Project timings – when do you need the research completed by?** |
| Add your text here ..  Add your text here .. |
| **Budget available** |
| Add your text here ..  Add your text here .. |
| ***Next steps:***  Once you have completed the information, you can email this file, and book a time for us to help pull together the right brief for your needs.  Email: [Joanna.brown@mindfieldadvertising.com](mailto:Joanna.brown@mindfieldadvertising.com) |