|  |
| --- |
| **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 |