

Market research brief template

Background

Research purpose

Objectives

Research methods

Constraints

Deliverables

Action standards

**Budget and
timelines**

Stakeholders

Market research brief template - Guide

Background	<i>Give any context that helps the researchers understand the challenge better. Try to be concise and relevant. What caused the need for research to take place? What markets are included? What do you already know about the market?</i>
Research purpose	<i>What is the #1 priority question that you need the market research to answer? You will likely have MANY questions, but identifying the key single question helps the research team prioritise. Consider whether this question is closed (should we launch Product x - Yes or No?) or more open (what's the best advertising message to drive sales of Product X?)</i>
Objectives	<i>Business objective : What is your end goal and how will it be achieved? e.g. how to grow sales by attracting new consumers. Market research objective : Summarise the research aims, information needs and list questions you need the research to answer. What decisions will you make with the research? This can go into more specific detail than the overall research purpose.</i>
Research methods	<i>Is your market research objective to understand an opportunity or challenge (which leans to qualitative) research methods or to measure and validate a hypothesis (which leans to quantitative research methods), Or both? If you have any expectations on the sample size, survey length and have any stimulus material already prepared, you should refer to these in this section. If you don't have these things, make clear your expectations of the researchers to respond.</i>
Constraints	<i>Are there any mandatory considerations or things to avoid? e.g. If there are any legal or regulatory requirements in the industry, if a particular group should or should not be included. Are there any geographic considerations the researchers should include?</i>
Deliverables	<i>What specifically must the project deliver and how will you define it as a success? Is there a specific reporting format you want?</i>
Action standards	<i>For any decisions that will be made on the basis of the research, list out the measures that will be used to evaluate the decision e.g. we will only launch Product X if (80%) of respondents say they will purchase.</i>
Budget and timelines	<i>Budgets will need to cover the market researchers time, any costs incurred with conducting interviews (e.g. hiring a venue) and production of any stimulus materials. It is not unreasonable to ask for details of costs. Also, be reasonable on timelines, it takes time to organise questionnaires, invite interviews and compile reports so build this in to your timeline.</i>
Stakeholders	<i>Who will see the report and who will make decisions on it?</i>

Market research brief template - Example

Background	Three-brains ice cream shop want to test the market size potential of adding a vegan ice cream to its range of products. The opportunity was spotted based on an increasing trend seen in Keyword Search * and Social channels towards vegan friendly products.
Research purpose	What is the sales opportunity (total number of customers) over the next 12 months if we add vegan ice cream to our range?
Objectives	Business objective : Drive \$500k in additional profit from new product launch by attracting new vegan consumers to our range Market research objective : How many vegans can we target in the Sydney area? How many would be likely to purchase an ice cream from our shop? What would make them interested in such a product and more likely to buy and keep buying? (trial and repeat rates)
Research methods	We expect some qualitative research (focus groups) to understand key drivers and barriers that would make vegans choose our ice cream. We then require some quantitative validation to support our business case in terms of the total target audience and potential customers. We can provide product samples, packaging images and descriptions of the production process as stimulus materials.
Constraints	We only sell in the Sydney area. and do not sell elsewhere. Our product is aimed at adults and we do not promote to under 18s.
Deliverables	We expect a short presentation which shows key drivers and barriers to vegans purchasing our ice cream; a recommendation on the route which drives the most sales; a forecast of sales (total number of customers, trial and repeat rates) for the first 12 months.
Action standards	In order to hit the target of \$500k profit, we need to sell 100,000 units (\$5 profit / ice cream). Based on our other ice cream launches, the product needs to be trialled by at least 30% of the potential audience and have a repeat rate (more than 3 purchases in 6 months) of at least 10%.
Budget and timelines	Our total budget for this project is \$50k, and we expect a research plan / response within 2 weeks and the final debrief in 6 weeks.
Stakeholders	Managing director, marketing director and the brand manager will be in the debrief. The marketing director is accountable for the overall go / no-go decision.

* Based on case study in our [Research on your own skill guide](#)