Icon

Description automatically generated

Market Research Brief  
Consumer Research Template

October 2022

Version 2.0

Contents

[1. Background 3](#_Toc367443264)

[2. Objectives 3](#_Toc367443265)

[3. Market 3](#_Toc367443266)

[4. Participant Recruitment 4](#_Toc367443267)

[5. Topic Guide 4](#_Toc367443268)

[6. Stimulus 4](#_Toc367443269)

[7. Fieldwork 4](#_Toc367443270)

[8. Timings 4](#_Toc367443271)

[9. Budgets 4](#_Toc367443272)

[10. Debrief 5](#_Toc367443273)

[11. Contact Details 5](#_Toc367443274)

[12. Appendices 5](#_Toc367443275)

# Background – What is the context here?

*Explain the business and market situation that has given rise to the research requirement, incorporating any relevant commercial or marketing metrics.*

*Cross refer any research studies that have already been undertaken that have unearthed relevant insights or information for this new requirement.*

# Objectives – What does the research need to achieve or support being delivered?

**Business Objectives**

*Detail the business objectives that the research is looking to support. Explain how it is intended to feed in them.*

**Research Objectives***Describe the specific research objectives.*

*Why is research needed?*

*What are you looking for the research to provide?*

*How do you intend to use the outputs from the research?*

*Are there any specific information, knowledge or insight gaps that you need to fill?*

# Market – Who do we need to understand?

*Provide a brief description of your market, as you define it and talk about it along with the product or service category, if relevant.*

**Sample**

*Detail who you wish to involve in the research. Provide as much detail here as possible e.g.*

* *Socio-demographics – Gender, Age Band, Socio-Economic Group, household composition, ethnicity, etc*
* *Geography – which countries, regions, areas or localities should be included in the study – any pointers on the level of emphasis for each, etc*
* *Current habits and behaviours – What does the intended research sample presently do or not do?*
  + *Are they buying the product(s) or service(s) already?*
    - *If so, when, where, in what format, at what price and at what frequency?*
    - *What do you already know about how they are using the product(s) or service(s)?*
  + *If not currently buying the product(s) or service(s)*
    - *Are they buying competitor product(s) or service(s)?*
    - *If so, which, when, where from, in what format, at what price and at what frequency?*
    - *How are they using the competitor product(s) or service(s)?*
  + *What is already known about the barriers to buying and using the product(s) or service(s)*
  + *Are the product(s) or service(s) consumed or used by the buyer/shopper or by others (e.g. family, children, gift recipient, etc)*
  + *Are the views of end users/consumers required or just the buyers/shoppers?*

# Participant Recruitment – How will people engage in the research?

*Do you hold any contact data on the intended research sample already? (e.g. Name, Email Address, Telephone Number, Postal Address, etc) If so, please detail.*

* *What volume of usable contact data is held by channel?*
* *How recent is this contact data?*
* *Are the necessary permissions in place to contact the records regarding research or is there a clear legitimate interest?*
* *Is the contact data owned and/or managed by you or by a third party?*
* *If a geographic count or breakdown of this data exists, including this as an appendix would be very useful.*

*Are there any pre-qualification questions that you would want to use in recruiting participants to the research? E.g. Exclude rejecters of your product or service category.*

*Would participants be offered any form of incentive for participating in the research? (NB For instance UK shoppers/consumers often receive between £40-£75 each, to participate in a 90 minute Focus Group)*

# Topic Guide or Scripting – What needs to be investigated & explored?

*Please describe any specific brand(s) and/or product(s) that are to be researched and any format or pack variants that are relevant.*

*Are there specific areas or topics that you would want the research to cover?*

*Are there any mandatory questions that you would want asked? Focus on the subject of the questions rather than the phrasing or format of them.*

*What questions do you feel you need to ask in order to achieve your objectives?*

*Do you have a clear sense of how much time should be allocated to different topics or at least a rank prioritisation of the topics?*

# Stimulus – What do we need to evaluate responses to or use as evidence?

*Are there any specific stimulus materials, concept or mood boards, prototypes, product samples or packaging etc that should be used within the research?*

*If so, do they need creating, or do they already exist/can they be provided?*

*How finished a state is the stimulus in?*

*Do you wish to test different creative routes or alternatives against each other?*

*What do you need to understand about participant responses to the stimulus?*

*Will we be inviting participants to engage with/use the product or service within the research?*

*Do you need to evaluate responses tapping into each of the senses?*

*Would there be any merit in pre-supplying the product to participants for use in-home prior to attending the research?*

# Fieldwork – What practicalities do we need to take account of in implementing the research?

*Do you have a very clear sense of the mode(s) of research that should be conducted (e.g. Focus Group, Online Survey, Mystery Shopping, etc) or are you happy to evaluate the research agency’s recommendation?*

*Do you or any of your colleagues wish to attend/observe some or all of the fieldwork?*

*Is there a requirement to video record any of the fieldwork?*

*Do you need transcripts of any focus groups or depth interviews conducted?*

*Does the fieldwork need to be conducted in a purpose-built research viewing facility (e.g. one-way mirrors, etc) or alternatively in-home?*

# Timings

*What key project milestones need to be achieved?*

*When is the research proposal itself needed by?*

# Budgets

*Are there any specific budget constraints that need to be adhered to?*

*Should budget alternatives be provided within an agreed range?*

# Debrief

*What form should the research debrief take? (e.g. face-to-face at client premises, webinar, workshop, etc)*

*Where will it be held?*

*Who is likely to attend?*

*What key decisions are likely to made within or immediately following the debrief?*

*How are the research findings ultimately likely to be used – with your organization? In the public domain?*

# Contact Details

*Who will be the primary contact for the research study within your organisation and what are their contact details?*

# Appendices

*Do attach any past research studies or detailed information, rather than incorporate it within the body of the brief itself.*

**Please do contact us for additional advice on your research brief   
or project requirements:**

[david.jones@habit5.co.uk](mailto:David.jones@habit5.co.uk)

t. +44 (0)1522 519388

m. +44 (0)7702 596260

w. [www.habit5.co.uk](http://www.habit5.co.uk)

Habit5 Limited  
Unit E29

Enterprise Building  
Rope Walk  
Lincoln  
LN6 7DQ

Icon

Description automatically generated