**Briefing document research proposals**

**To be able to facilitate our clients as well as possible in formulating research goals, hypotheses and questions, we have made this briefing document. Filling in and returning this document will guarantee an optimally efficient research design, and will ultimately help you in getting the most out of your research.**

 **0. Information about client**

* Name of organization:
* Name of project:
* Name of contact:
* Date of proposal:

 **1. Subject**

* What is the brand/proposition/product/concept for which this briefing is written?
* What is the strategic context?
* Which previously conducted studies and insights are relevant for the current research?

 **2. Goal of the research**

* What needs to be achieved by the research?
* How will the results be used?

 **3. Research questions and hypotheses**

* Which questions should be answered by the research?
* Have you already determined hypotheses that have to be tested?

 **4. Method**

* Is there a preference for a certain methodological approach? (qualitative, quantitative, or a combination of the two?)
* Is there a preference for a certain type of research?

**Motivaction will advise you regarding the research design.**

 **5. Target group, sample size, and composition**

* Which (group of) people should participate in the research?
* Who should be excluded from the study?
* Which specific target groups should definitely be part of the conclusions?

 **6. Research Materials**

* Do you need extra materials as input for the research (e.g. TV commercials or package designs)
* When would it be possible to deliver these materials?

 **7. Next steps after research**

* Which decisions and next steps are taken after the research?
* Which input from the research is crucial for taking these next steps?
* Who inside the organisation will make use of/read the research

 **8. Report and presentation of the research**

* How would you like the research results to be reported/presented

|  |  |
| --- | --- |
| **Deliverable** | **Tick box if applicable** |
| Toplines report |  |
| Extensive report |  |
| Report in Word |  |
| Report in PowerPoint |  |
| Report in Dutch |  |
| Report in English |  |
| Infographic |  |
| Presentation and/or workshop results |  |
| SPSS-file and tables |  |
| Dvd-compilation (qualitative interviews) |  |
| Oral debrief |  |
| Different (e.g. custom dashboard) |  |

 **9. Timing and budget**

|  |  |
| --- | --- |
| **Activity** | **Week number/date/time** |
| Briefing |  |
| Proposal |  |
| Deliver research materials |  |
| Field work research |  |
| Topline report (if wanted) |  |
| Extensive report |  |
| Presentation and/or workshop (if wanted) |  |
| Budget indication (if known) |  |