

MARKET RESEARCH PROJECT BRIEF

IMPLEMENTING A MARKET RESEARCH PROJECT BRIEF

Details are critical to managing a project. Establishing a mutual understanding of objectives and collaboration with your end user/client is the key to success. In my experience, an effective project management strategy that will encourage a fully engaged end user/client is a project brief. This document represents a collaborative agreement between the marketing research function and parties involved in any proposed study. It serves as a guide in working with through project needs

I. PROJECT DEVELOPMENT

A. Background

- Briefly state key background information. Explain how this project supports your current objective(s).
- Is the research timely, efficient and cost-effective?
- How will this research contribute to a change to our advantage?

B. Research Objective(s)

- What is to be accomplished with this research? Is there a “strategic” tie-in?

The Background & Research Objective(s) sections should provide an overview of the need for the research. The objectives should include a list the specific questions that need to be answered as well as a good description of how this project will satisfy your group’s specific objectives established for the year. Please state in terms that are specific, measurable, attainable, relevant and time-bound.

C. Timing

- How critical is the decision that must be made?
- When are results needed?
- What is the project schedule?

Timing can be critical to the overall cost of the project, research design and the type of vendor. If the information exists through a resource other than customized research and the timing is sensitive, this may be the approach.

D. Existing Sources for Capturing This Information

- Is it possible to acquire the information needed before a decision must be made? If this research isn’t done, what information is available to help make the business decision?

This section is intended to encourage the exploration of other resources that could provide at least partial answers to the questions. Each research project is unique and rarely is something available to exactly answer the questions, but it may be possible to come “close enough.” If 80% of the answer already exists (internally and/or externally), would this provide enough information to make a more well-informed and actionable decision?

E. Working or Supervising Contact

- Who is the principal sponsor/owner of this research?
- Can other departments benefit from this project?

It is important to establish a project sponsor to work with customer research throughout the process. This is a critical step because the proposed research may be beneficial to more than one department and therefore, it is possible that the project would be coordinated with several sponsors. This will help to ensure that the research will be actionable and post analysis research steps will be taken.

F. Business Risks

- What is the risk involved if this research project is not done?

A decision should not be made based solely on a market research project. Rather, a well-designed project can inform decisions and reduce risks. However, it is important to consider if there are any risks involved in making decisions without information from either customized or existing sources.

II. RETURN ON INFORMATION: COST & BENEFIT SUMMARY

A. Source of Funds & Cost Estimate

- How will the project be funded?
- Which department(s) should be charged?
- What is the estimated cost (*to be completed in consultation with the marketing research manager*)?
- Hours required of the marketing research function (*to be completed by the marketing research manager*).
- Hours required of outside consultant if necessary (*to be completed by the marketing research manager*).

If this is a multiple department project, it is important to understand how the funds from participating departments will be allocated.

B. Practical Application of Research Project Results

- How will this information impact the business?

This section asks that you focus further into your objectives. It is a “war room” approach to building scenarios for using the research results. Assume that the research project is complete, and results are available. If the answer is “A”, what will be decided; if “B”; if “C”? Please note that if nothing different would be done; then perhaps the research isn’t needed.

C. Measure of Success/Decision Rule/Action Standard

- Specifically, what are the decision rules or criteria that will be used in assessing the results of the business decision?

This section suggests establishing a process that allows your group to monitor the business decision. How did the research contribute to your decision? How well did that decision perform?

D. Customer/Agent/Company Impact

- What actions have been taken? How was the information used to impact business? [To be completed following project results]?

Requestor/Project Manager
Name _____
Company _____
Phone Number _____
Date Submitted _____

PROJECT BRIEF

Please return completed forms to Rob Madonna

Note: *Projects will not be considered without Requestor/Project Manager's Company President signature*

PROJECT WORKING TITLE:

I. PROJECT DEVELOPMENT

A. Background:

B. Objectives:

C. Timing: TBD

D. Existing Sources for Capturing This Information:

E. Project Sponsor:

II. RETURN ON INFORMATION: COST & BENEFIT SUMMARY

A. Sources of Funds & Cost Estimates: PRAC Primary Research Allocation.

B. Practical Application of Research Project Results:

C. Success Measures/Decision Rule/Action Standard:

D. Customer/Agent/Company Impact:

Requestor/Project Manager Signature

Requestor's Company President Signature

Marketing Research Manager

This is the ultimate check on the research. What decisions were made based on the results? Use this information to determine the value added by research projects and/or to discuss the return on research dollars. This information can also be used to fine-tune the process. Further "Insight to Action" tools will be available to assist managers in these next important steps.

If you need assistance completing this form, please contact Rob Madonna