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| **Client company / brand** | **Project**  | **Briefing date** |
| **Definition of your problem** |
| **Background** |
| **Business objective and problem** |
| **Research objectives** |
| **How the information will be used** |
| **Target market** |
| **Deliverables** |
| **Research in your business** |
| **Timing** |
| **Budget** |
| **Contacts** |