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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** | | |