



RESEARCH BRIEF

Date: _____

Brand: _____

Office Use Only

Reviewed by: _____

Course Code: _____

Client Contact Information

Name: _____

Email: _____

Job Title: _____

Phone #: _____

ABOUT THE BRAND:

BUSINESS MODEL:

RESEARCH OBJECTIVES:

Include a list of competitors in Appendix A if competitor analysis is needed.

CURRENT RESEARCH:

Include any previous research or known factors that might be relevant to the project.

APPENDIX A: COMPETITOR LISTING

Please email your completed form to marketingagency@senecacollege.ca.