**MARKETING INSIGHTS**

**PROJECT INITIATING BRIEF** (PIB)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Project Name  & Description** |  | | | |
|  |  |  |  |  |
| **SYNCHRO ID** | Unique Synchro ID | | | |
|  |  |  |  |  |
| **Date Created** | DD/MM/YY |  | **Version Number** | 1.0 |
| **Date Submitted to Research Agency** | DD/MM/YY |
|  |  |  |  |  |
| **BAT Budget Holder** | NAME  FUNCTION  LOCATION |  | **BAT Project Manager** | – Include name and location |
|  |  |  |  |  |
| **BAT Marketing Stakeholders** | – Include name and location |  | **BAT Research Liaison** | – Include name and location |
|  |  |  |  |  |
| **Coordinating Research Agency** |  |  | **Coordinating Research Agency Contact Person** | – Include name and location |
| **­­­­** |  |  |  |  |
| **Countries where fieldwork will be conducted** | 1 ………………………………………………………………………………………………  2 ………………………………………………………………………………………………  3 ……………………………………………………………………………………………… | | | |
|  |  |  |  |  |
| **Category** | FMC  FC  E-Cig, THP etc.. |  | **Referent / Target Brand(s)** | 1 ……………………………………  2 ……………………………………  3 …………………………………… |

BACKGROUND:

– Short Background on the underlying situation that has led to the research project

Key Business Questions and Objective of this research:

– In the order of importance what are the most important business questions to be answered by this research and the key objectives. This should be a clear and compact list.

What decision do you intend to take from this research?

– What business decisions or recommendations are going to be made based on results/insights from this research – List clearly in the order of importance.

Also clarify what entity/forum/person will be taking the decision.

Information Availability:

– Is there any similar information already available that can help to answer the business questions? If there is please specify and also please specify why we need to conduct this particular project – what do we hope to add?

Decision Deadline and fixed milestones:

– List clearly any decision-making deadlines, presentations etc when we must have the information available. Highlight any fixed timelines.

Timing when the research should be conducted:

– Indicate here the timing when you would like the research to start and finish and when the Report is required. Please take into account that this must fit with the availability of Stimulus materials which are specified in the Stimulus section.

For Multi-Country survey the timings need to be specified separately for each individual market.

Methodology Type & Research Design (Suggested):

– Define/suggest here the type of research that would answer the stated business questions (Qualitative or Quantitative) as well as the Oracle Methodology to be used.

The Coordinating Agency is responsible for defining the details and to suggest the most suitable methodology however any BAT requirements should be stated here

Please note that any deviation from the Oracle guidelines or methodology guidelines requires a methodology waiver from the Global Oracle Manager

Target Group and Geographical coverage:

– List here PER MARKET the Target Group and Geographical coverage to be researched as well as in detail the referent brands and SKU’s applicable to this research.

Action Standards:

– Listhere the Action standards that would be used for the decision making.

Action standards are methodology specific. Whilst BAT is responsible for formulating the action standards, the coordination agency can advise on their suitability against a particular methodology.

Action Standards MUST be signed off by the key stakeholders within BAT.

Stimulus Materials & Availability (Time In-Market):

– List here what type of Stimulus material will be available as well as the timings when Stimulus materials will be available in each End Market.

The Coordinating Agency will specify in their proposal the exact stimuli requirements and highlight timing dependencies.

**NOTE:** All stimulus material must be legally approved (at all appropriate levels, Global, Regional & Market). **Obtaining legal sign-off is the responsibility of the BAT Team.**

Specify here also any legal restrictions in terms of usage of Stimulus materials.

Communication Requirements:

|  |  |  |
| --- | --- | --- |
| **Presentation/Reporting Requirements (Tick Box):** | **Requirements** | **Anticipated Number of Debriefs & Location** |
| Top Line Summary Report (PPT) |  | **1** |
| Detailed Diagnostics Report (PPT) |  | **1** |
| Anything else please specify |  | **1** |

– Any special requests for presentations or workshops etc that will require travelling need to be highlighted here as the agency will need to consider them in the costing.

If the project involves several markets – clarification is needed here whether results need to be reported/presented market by market level or on above market level or both.

PIB Approval:

|  |  |  |
| --- | --- | --- |
|  | **Name** | **Date:** |
| **BAT Client**  **(Project Manager)** |  | DD/MM/YY |
| **BAT Client**  **(Budget Holder)** |  | DD/MM/YY |
| **BAT Marketing Research Liaison** |  | DD/MM/YY |

BAT Legal Approval:

Tick and enter name(s) of approver as appropriate:

* Global/Region ………………………………………………………………………………
* Market(s) ………………………………………………………………………………

**NOTE:** All PIBs must be legally approved (at all appropriate levels, Global, Regional & Market). Approvals should be archived for future reference. **Obtaining legal sign-off is the responsibility of BAT.**