

Advertising Research Workflow Task

Purpose

Coordinate the complete advertising research workflow from project initiation through final deliverable creation, ensuring quality, efficiency, and collaboration across all research agents.

Workflow Phases

Phase 1: Planning Phase (Research)

Duration: 1-3 days

Objective: Gather comprehensive intelligence on target companies, competitors, and portfolios

Activities

1. Project Initiation

- Define research objectives and scope
- Identify target companies and competitors
- Determine research focus areas
- Establish timeline and milestones
- Set quality standards
- Assign agent responsibilities

2. Research Coordination

- @company-research-agent: Conduct company intelligence gathering
- @client-portfolio-agent: Research client portfolios and campaigns
- Parallel execution for efficiency
- Daily progress monitoring
- Gap identification and filling
- Quality checks on research outputs

3. Data Collection

- Web scraping and data gathering (@task:web-scraping-research)
- Social media data collection (@task:social-media-data-collection)
- Company profile creation (@task:company-profile-creation)
- Portfolio research (@task:portfolio-research)
- Campaign analysis (@task:campaign-analysis)

4. Phase Completion

- Review all research outputs
- Validate data quality
- Identify gaps requiring additional research
- Prepare for synthesis phase
- Apply @checklist:advertising-research-quality-checklist

Phase 1 Outputs:

- Company profiles and competitive intelligence
- Portfolio analysis and campaign research

- Raw research data and documentation
- Source documentation

Quality Gate 1: Research Completion

- [] All assigned research completed
 - [] Data quality validated
 - [] Sources documented
 - [] Gaps identified and addressed
 - [] Ready for synthesis
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Phase 2: Synthesis Phase (Compilation)

Duration: 1-2 days

Objective: Consolidate research outputs into comprehensive, coherent reports

Activities

1. Data Consolidation

- @synthesis-reporting-agent: Collect all research outputs
- Inventory available data
- Organize by theme and topic
- Identify data gaps
- Cross-reference findings
- Validate consistency

2. Report Assembly

- Select appropriate templates
- Structure report sections
- Populate sections with research findings
- Create executive summary
- Develop visualizations
- Format professionally

3. Report Types

- Competitive analysis report (@template:competitive-analysis-tmpl)
- Portfolio analysis report (@template:portfolio-analysis-tmpl)
- Advertising research report (@template:advertising-research-report-tmpl)
- Custom reports as needed

4. Quality Assurance

- Apply @checklist:report-completeness-checklist
- Verify accuracy and completeness
- Check consistency across sections
- Validate source citations
- Review formatting and presentation

Phase 2 Outputs:

- Comprehensive research reports
- Competitive analysis documents
- Portfolio analysis reports
- Supporting visualizations

Quality Gate 2: Report Synthesis

- [] Reports complete and formatted
 - [] Data consistency verified
 - [] Templates properly used
 - [] Quality checklist applied
 - [] Ready for evaluation
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Phase 3: Evaluation Phase (Analysis)

Duration: 1 day

Objective: Critically evaluate reports, generate strategic insights, and validate conclusions

Activities**1. Report Evaluation**

- @insight-evaluation-agent: Review comprehensive reports
- Assess completeness and quality
- Verify data accuracy
- Check logical consistency
- Identify gaps and inconsistencies
- Apply @checklist:strategic-evaluation-checklist

2. Insight Generation

- Identify patterns and correlations (@task:insight-generation)
- Apply analytical frameworks
- Conduct SWOT analysis (@task:swot-analysis-research)
- Generate strategic insights
- Assess opportunities and threats
- Develop strategic implications

3. Advanced Analysis

- Apply advanced elicitation techniques
- Red Team vs. Blue Team analysis
- Tree of Thoughts exploration
- Six Thinking Hats perspectives
- Five Whys root cause analysis
- Stress-test conclusions

4. Gap Filling

- Identify information gaps
- Request additional research if needed
- Coordinate with research agents
- Integrate new findings
- Update reports and analysis

5. Recommendation Development

- Generate strategic recommendations
- Prioritize by impact and feasibility
- Validate with evidence
- Ensure actionability
- Define implementation considerations

Phase 3 Outputs:

- Evaluation reports
- Strategic insights documents
- SWOT analysis
- Pattern analysis
- Recommendations and priorities

Quality Gate 3: Insight Validation

- [] Strategic insights generated
 - [] Patterns identified
 - [] Recommendations validated
 - [] Gaps addressed
 - [] Quality standards met
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Phase 4: Execution Phase (Executive Brief)

Duration: 0.5-1 day

Objective: Create concise executive summaries and presentation-ready materials

Activities**1. Brief Creation**

- @executive-brief-agent: Review all research and insights
- Identify most critical information
- Develop key messages
- Create executive summary
- Design presentation materials

2. Format Development

- Executive brief (2-4 pages) (@task:executive-brief-creation)
- One-pager summary
- Presentation deck (10-20 slides)
- Executive dashboard (optional)
- Supporting appendices

3. Content Prioritization

- Lead with conclusions
- Focus on decision-relevant information
- Include specific recommendations
- Provide clear next steps
- Highlight business impact

4. Visual Design

- Professional formatting
- Effective data visualizations
- Clear visual hierarchy
- Brand consistency
- Polished appearance

5. Quality Review

- Apply @checklist:executive-brief-checklist
- Verify accuracy

- Check clarity and conciseness
- Validate recommendations
- Proofread thoroughly

Phase 4 Outputs:

- Executive briefs
- Presentation decks
- One-pagers
- Executive dashboards
- Final deliverable package

Quality Gate 4: Deliverable Approval

- [] Executive briefs complete
 - [] Presentations finalized
 - [] Quality validated
 - [] Requirements met
 - [] Ready for delivery
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Workflow Coordination

Agent Collaboration Patterns

Planning Phase Collaboration:

- Company Research Agent and Client Portfolio Agent work in parallel
- Share findings to avoid duplication
- Cross-reference data for validation
- Coordinate on competitive intelligence
- Communicate gaps and needs

Synthesis Phase Collaboration:

- Synthesis Agent receives outputs from research agents
- Coordinates with research agents for clarifications
- Validates data consistency
- Requests additional information as needed
- Ensures comprehensive coverage

Evaluation Phase Collaboration:

- Insight Agent reviews synthesis outputs
- Requests additional research to fill gaps
- Validates findings with research agents
- Coordinates framework application
- Ensures strategic value

Execution Phase Collaboration:

- Executive Brief Agent receives all prior outputs
- Coordinates with Insight Agent on key messages
- Validates accuracy with research agents
- Ensures alignment with objectives
- Prepares final deliverables

Communication Protocols

Daily Standups (during active phases):

- Progress updates from each agent
- Blockers and dependencies
- Coordination needs
- Quality issues
- Timeline adjustments

Phase Transitions:

- Formal handoff meetings
- Output review and validation
- Gap identification
- Next phase planning
- Quality gate review

Ad-hoc Communication:

- Clarification requests
- Data validation
- Gap filling coordination
- Quality concerns
- Timeline adjustments

Quality Management

Continuous Quality Monitoring:

- Daily quality checks during research
- Peer review of outputs
- Cross-validation of data
- Source verification
- Consistency checks

Quality Gates:

- Formal review at each phase completion
- Checklist application
- Stakeholder review
- Approval before proceeding
- Documentation of issues and resolutions

Quality Checklists:

- @checklist:advertising-research-quality-checklist (all phases)
- @checklist:competitive-intelligence-checklist (research phase)
- @checklist:campaign-analysis-checklist (portfolio research)
- @checklist:report-completeness-checklist (synthesis phase)
- @checklist:strategic-evaluation-checklist (evaluation phase)
- @checklist:executive-brief-checklist (execution phase)

Timeline Management

Standard Timeline (5-7 days):

- Planning Phase: 2-3 days
- Synthesis Phase: 1-2 days
- Evaluation Phase: 1 day

- Execution Phase: 0.5-1 day
- Buffer: 0.5 day

Express Timeline (2-3 days):

- Planning Phase: 1 day
- Synthesis Phase: 0.5 day
- Evaluation Phase: 0.5 day
- Execution Phase: 0.5 day

Comprehensive Timeline (10-14 days):

- Planning Phase: 4-5 days
- Synthesis Phase: 2-3 days
- Evaluation Phase: 2 days
- Execution Phase: 1-2 days
- Buffer: 1-2 days

Risk Management

Common Risks:

- Data availability limitations
- Source credibility issues
- Timeline pressures
- Scope creep
- Quality concerns
- Resource constraints

Mitigation Strategies:

- Early gap identification
- Multiple data sources
- Continuous quality monitoring
- Clear scope definition
- Regular stakeholder communication
- Flexible resource allocation

Success Criteria

Project Success:

- All research objectives achieved
- Quality standards met at all gates
- Deliverables completed on time
- Stakeholder requirements satisfied
- Insights actionable and valuable
- Documentation complete and organized
- Team collaboration effective
- Lessons learned captured

Deliverable Success:

- Comprehensive and accurate
- Strategically valuable
- Professionally presented
- Decision-ready
- Actionable recommendations

- Clear next steps
- Stakeholder approved

Related

Agents:

- @agent:advertising-research-orchestrator
- @agent:company-research-agent
- @agent:client-portfolio-agent
- @agent:synthesis-reporting-agent
- @agent:insight-evaluation-agent
- @agent:executive-brief-agent

Tasks:

- @task:web-scraping-research
- @task:social-media-data-collection
- @task:company-profile-creation
- @task:portfolio-research
- @task:campaign-analysis
- @task:swot-analysis-research
- @task:report-synthesis
- @task:insight-generation
- @task:executive-brief-creation

Templates:

- @template:advertising-research-report-tmpl
- @template:competitive-analysis-tmpl
- @template:portfolio-analysis-tmpl
- @template:campaign-analysis-tmpl
- @template:swot-analysis-tmpl
- @template:executive-brief-tmpl

Checklists:

- @checklist:advertising-research-quality-checklist
- @checklist:competitive-intelligence-checklist
- @checklist:campaign-analysis-checklist
- @checklist:report-completeness-checklist
- @checklist:strategic-evaluation-checklist
- @checklist:executive-brief-checklist

Best Practices

- Define clear objectives at project start
- Maintain regular communication across agents
- Monitor quality continuously
- Be flexible and adapt workflow as needed
- Coordinate additional research proactively
- Ensure smooth handoffs between phases
- Document decisions and rationale
- Maintain organized project files

- Apply quality checklists systematically
- Communicate progress regularly
- Escalate issues promptly
- Celebrate milestone completions
- Conduct post-project reviews
- Archive learnings for future projects