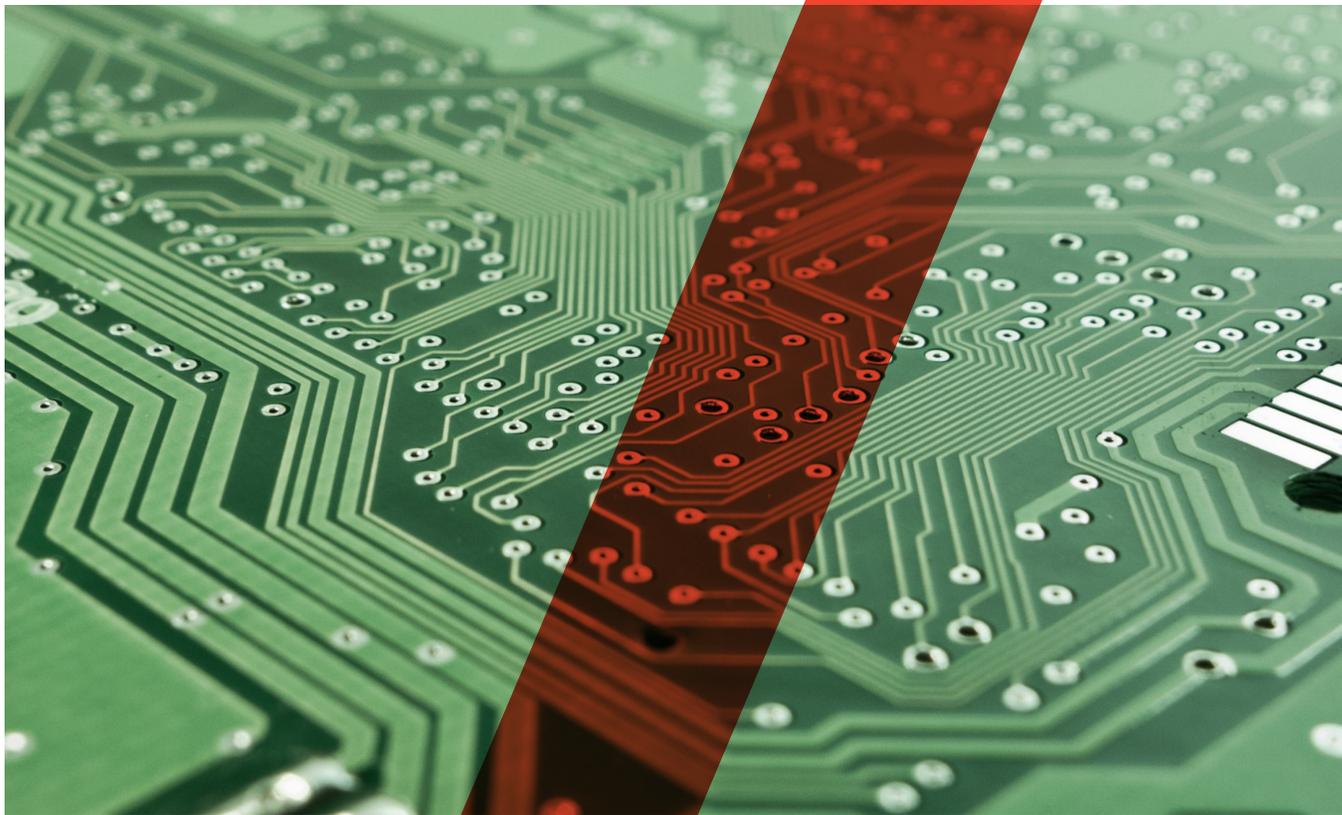


Could AI Help Write Better Research Briefs?

PLUS, 5 EXCITING AI TOOLS TO TRY





Open access to generative artificial intelligence (AI) marks an exciting and perhaps intimidating moment in the world of research, brand strategy, and innovation. As AI grows in popularity in the workplace, you may ask yourself, “How can I leverage AI in my workflow?” or maybe even specifically, “Could AI help me write a smarter research brief?”

The research brief is a creative formula, seemingly a perfect fit for AI assistance.

An effective brief sets the foundation for impactful research, deep insight, sound strategy, and/or compelling innovation. It’s the key to getting the right data for the business challenge and facilitating productive conversations with agency partners during the RFP process.

What makes a strong brief?

Any research brief involves creative thinking and problem-solving, but there are generally five recommended sections in a strong brief:

01/ BACKGROUND →

Why is this research needed; what is the opportunity; why now?

02/ OBJECTIVES & KEY QUESTIONS →

What objectives does the business hope to accomplish? What are the specific questions this project seeks to answer?

03/ SAMPLE →

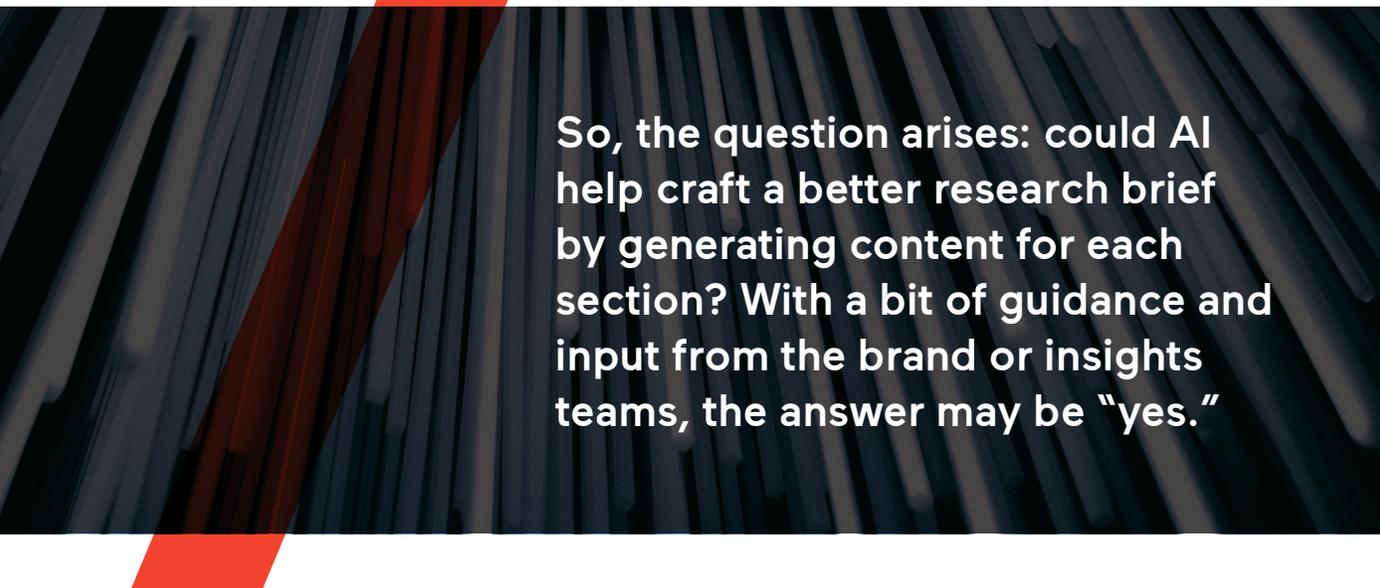
What geographies or people are included?

04/ METHOD →

Ensure jobs output includes clear, specific design criteria to inform renovation + innovation

05/ PRACTICALITIES →

Deliverables, budget, timing, etc.



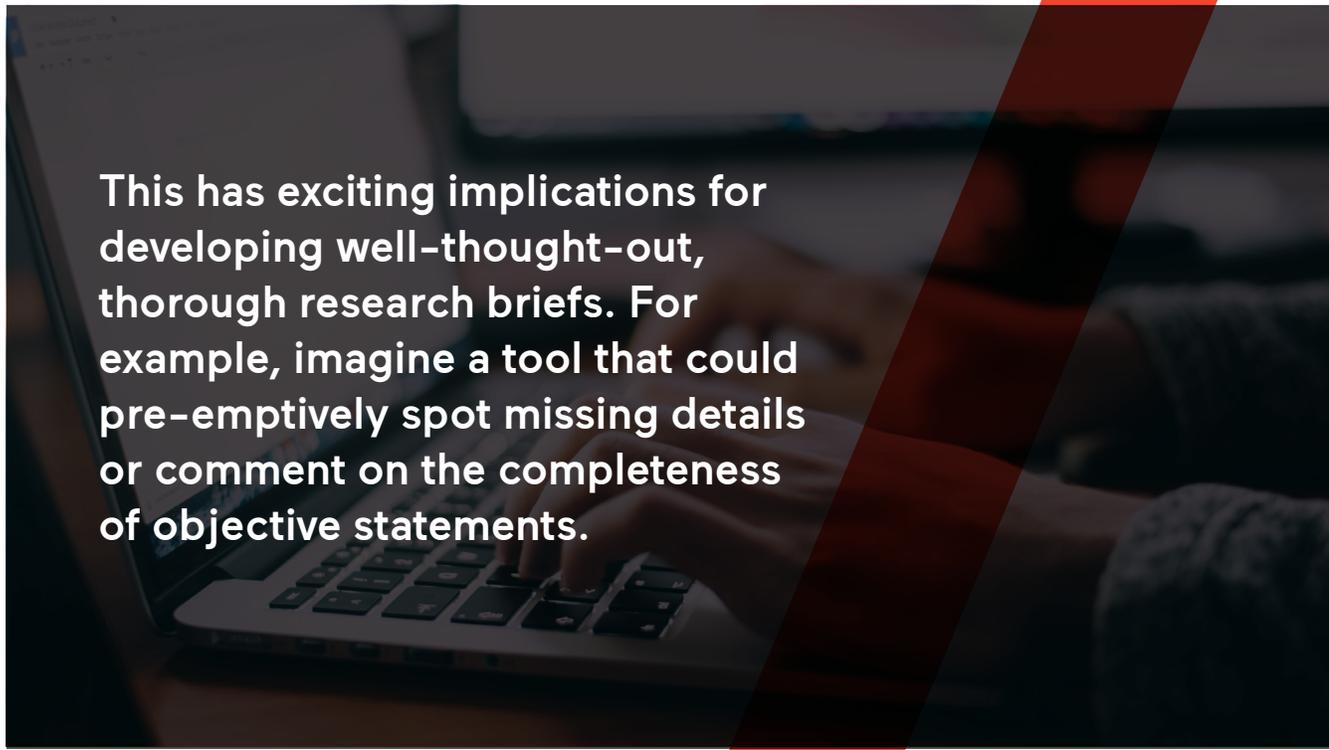
So, the question arises: could AI help craft a better research brief by generating content for each section? With a bit of guidance and input from the brand or insights teams, the answer may be “yes.”

Optimism and curiosity are building around generative artificial intelligence (AI).

AI language models are increasingly capable of generating human-like responses to a wide variety of text-based prompts. Many AI models are designed to operate as chatbots, meaning they can hold text-based conversations with the user, similar to how a human might hold a conversation. AI has been used in various applications, from customer support to automating personal tasks, even crossing over into creative industries to write scripts, songs, and stories.

Savvy users are flipping AI on its head, training it to ask them questions.

Excitingly, the promise of these AI models is not constrained to the call-and-answer format dominant up until this point. Instead, savvy AI users are training AI models to dream up and ask them smart, tough questions to improve the fidelity of their thinking and work.



This has exciting implications for developing well-thought-out, thorough research briefs. For example, imagine a tool that could pre-emptively spot missing details or comment on the completeness of objective statements.



Pulling it all together:

01/ BACKGROUND →

AI can assist in pulling together the background section of a research brief by creating draft content for refinement. Simply provide an AI model with details about the research opportunity and business.

Keep in Mind: Most AI models have limited exposure to information since 2021 due to data gathering and processing lag. Asking AI to generate background information from scratch is unlikely to be accurate or meaningful. It will be essential to give the model current information and feeder insights to achieve a useful result.

02/ OBJECTIVES & KEY QUESTIONS →

While business objectives will inevitably be set internally, AI can be leveraged at the project level to dig into those objectives and develop key questions.

Keep in Mind: Leveraging the ability of AI to act as a coach or consultant can help expand thinking and clearly articulate key questions.

03/ SAMPLE, METHOD, & PRACTICALITIES →

These sections of the brief highlight some of AI's current limitations. The spark of human insight and creativity will continue to shape samples and methods, and business realities will continue to shape budgets and timelines.

Keep in Mind: AI does have some utility in pulling disparate thoughts together. Providing an AI model a "data dump" of considerations will give it the fodder needed to pull together a thoughtfully crafted paragraph appropriate for embedding in a brief.



The following is an actual transcript of a conversation with Chat GPT, an AI model, the conversation took approximately 5 mins:



You are a brand strategy expert, coaching me through writing a research brief. Ask me questions about the project objectives to help me create a complete list of all project objectives.

- Egg Strategy



Great, I'd be happy to help! To start, can you tell me a bit more about your research project? What is the purpose of the research, and what are the key questions you hope to answer through your research? Additionally, can you provide some context on the industry or market you are researching? The more information you can give me, the better I can help you define your project objectives.

- Chat GPT



The purpose of my research is to determine how to help my frozen food brand attract younger consumers who tend to see themselves as healthier, and avoid the freezer aisle.

The key questions are: 1. How does Gen Z see frozen food vs. older generations. 2. What are Gen Z's needs when it comes to cooking? 3. How can we re-think the freezer aisle to bring more Gen Z consumers in? 4. What trends are shaping how Gen Z sees the freezer aisle?

Context on what I'm researching is: Frozen foods in the United States.

- Egg Strategy



Great, that's helpful context. Based on what you've shared, here are some potential project objectives that you might consider including in your research brief:

1. Gain a deep understanding of Gen Z's attitudes towards frozen food and identify key drivers of their perceptions.
2. Identify the key needs and preferences of Gen Z when it comes to cooking and meal preparation.
3. Determine what factors are currently preventing Gen Z from purchasing frozen foods and how these can be addressed.
4. Understand the current state of the frozen food market in the United States and identify key trends and challenges.
5. Identify opportunities for your frozen food brand to differentiate itself from competitors and appeal to Gen Z consumers.
6. Explore potential new product concepts and marketing approaches that could be effective in reaching and engaging Gen Z consumers.
7. Gather insights and recommendations from experts in the frozen food industry to inform your strategy.
8. Understand the potential impact of different pricing strategies on Gen Z's purchase decisions.

These objectives will help guide your research and ensure that you collect the necessary data and insights to inform your brand strategy for targeting Gen Z consumers in the frozen food market.

- Chat GPT

Here are 5 AI tools to try in your own work:

01/ CHAT GPT:

Chat GPT is an AI language model developed by OpenAI that can generate human-like responses to text-based prompts. GPT stands for “Generative Pre-trained Transformer,” which is a type of deep learning model that is trained on large amounts of text data to predict the next word or sequence of words in a sentence.

Try it because: Chat GPT is user-friendly and has been fine-tuned on conversational data, allowing it to generate responses to text-based prompts in a conversational style.

Keep in mind: As a language model, Chat GPT does have knowledge beyond its current dataset, which cuts off in September 2021. Any research results should be fact-checked for accuracy.

Chat GPT is free for use, though a paid model with expanded access is also available on a monthly basis.

02/ JASPER CHAT:

Jasper Chat is a new, conversational AI copywriter. It has a contextual memory, so it can remember past prompts.

Try it because: Jasper Chat has been developed for business applications, specifically marketing, and advertisement. As a result, it may operate with a more sophisticated lexicon.

Keep in mind: Jasper Chat’s dataset pulls from content developed in mid-2021 and earlier. In addition, the developers of Jasper Chat have specifically stated that it is not a research engine, and all outputs should be fact-checked.

Jasper Chat is free and offers premium, paid options for added functionality.

03/ YOUCHAT:

YouChat is a generative AI chatbot built into a search engine capable of holding conversations with full access to the internet.

Try it because: Internet connectivity means YouChat isn’t limited by dataset ranges. It’s equipped to respond to prompts with up-to-date information. It also has the ability to pair responses with search results.

Keep in mind: Search integration is still an emerging model, and the service has been known to time out periodically. However, most users can refresh the page and regain access.

YouChat is entirely free to use.

04/ CHATSONIC:

Chatsonic is a new, dynamic player in the AI space with added features.

Try it because: Not only does Chatsonic have access to the internet (and hence up-to-date results and responses), but it also has an expanded suite of features, including character responses, microphone compatibility, image generation, and the ability to export and share chat results through links, Word, or PDF documents.

Keep in mind: Free access to Chatsonic is limited to 25 free generations a day. After that, long-form plans can be purchased on a monthly basis.

05/ GOOGLE BARD:

An experimental conversational AI service developed and offered by Google.

Try it because: Google Bard draws on live information from the web, which enables it to pull current information. This gives it an edge over other AI models with limited dataset ranges.

Keep in mind: Google Bard is currently available to “trusted testers,” so keep checking back for open availability if you aren’t accepted into the beta testing cohort.

The current use of Google Bard is free, but limited information is available about future pricing.

HONORABLE MENTION - MICROSOFT BING:

Microsoft Bing is the updated search engine plus AI chat powered by Microsoft.

Try it because: Microsoft Bing features a unique “Chat Mode” that integrates web queries into its responses. This allows users to reference and leverage contextual information to deepen conversations.

Keep in mind: There have been some controversial reviews of this model. For example, it has been known to provide misleading or even offensive results (a disclaimer featured by most AI services at this stage). Developers are actively working on resolving these issues.

Microsoft Bing is still in limited preview, welcoming prospective users to join the waitlist for news and releases. The service will be free upon release.



Check out our latest thinking by visiting our new website eggstrategy.com

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