

**BRIEFING FOR INNOVATION INITIATIVE PROJECT**

**Thanks for your interest in a project offered by Clickscape/Blue Yonder Research as part of the AURA Innovation Initiative.**

**YOUR NAME:**

**YOUR ORGANISATION:**

**Email:**

Please be assured all information shared in this brief with AURA/the supplier will be treated in the strictest confidence.

**Declaration:**

[ ] I agree to this form being shared with the supplier for the purpose of assessing

my brief’s suitability for the innovation

[ ] If unsuccessful I am happy for the supplier to contact me to discuss their innovation

in more general terms

**Please share as much information as you are able about the brief you have in mind to help the supplier assess its suitability**

1. **Which of the following best describes why you’re interested in this innovation**

[ ] I have a live project I’d like to try this out on which will start in the next 3 months

[ ] I’d like to evaluate this in parallel with an existing methodology (it’s fine if the comparative work has already been done)

[ ] I don’t have a project in mind but am keen to see this in action so will brief on a less urgent business question

[ ] Some other reason – please give us a bit more info below

1. **About your brief.** Even if you don’t have a live brief, please give a short outline of the business/research objectives you’d like to test out. Give as much information as you can about scale, geographies, target audience etc. If you’d like to evaluate a project that has or is being done via an established methodology, please give details

1. **If you have any project deadlines, please detail them below**

1. **If your brief is selected you will be left to agree specifics direct with the supplier. But, for now, could you confirm that you have read and understand the supplier’s suggested collaboration and financial requirements. This in no way commits you to anything at this stage. You and the supplier are free to negotiate terms based on your brief**

ESSENTIAL: Discounted financial contribution in the range £3,000-£5,000 for a Clickscape only project and £5,000-£9,999 for a full service project

DESIRABLE:  Joint presentation of case study at events, endorsement on website/other marketing material

 **Yes, I have read and understand the supplier’s requirements [ ]**

When completed please send this form to marketing@aura.org.uk by the closing date of 22nd October 2020. If you have any questions along the way please get in touch with us by email.