

The Media Insights & Engagement Conference

Case Study Competition 2025

Entries must be submitted by **Friday, December 6, 2024**

Eligibility:

The case study competition is open to all marketing insights, intelligence and research analysts with a compelling case study that inspired innovation and success. Entries may be from a single company or submitted in conjunction with various partners. Simply submit your case study and completed [entry form](#) by Friday, December 6. Please email Jenna.Gacsy@informa.com to confirm receipt of entry form and submitted case study materials.

Judging:

A panel of industry marketers and research professionals will judge the entries based on the following criteria:

- Actionable Insights & Content (35%)** Evaluates the clarity and relevance of your case study objectives, along with the effectiveness of the insights generated. Show how the findings addressed critical business issues, inspired innovation, and provided tangible steps that led to business success.
- Impact (30%):** Highlights the extent of the case study's effect on your organization. Illustrate how it produced significant business outcomes, drove strategic advancements, and created a lasting positive change in your operations and growth.
- Methodology (15%):** Design of research and how the insights were to be captured, justification of sample method (size, representation, eligibility criteria, administration of research, testing a net new research approach if applicable, reliability score), guidelines for promoting responses and minimizing response bias and error.
- Presentation (10%):** Organization, thoroughness and clarity of entry.

- ❑ **Originality (10%):** Innovative nature of case study design and implementation.

What to Submit:

A completed [entry form](#), which should include:

- Information on case study goals, actionable insights and the impact on your business
- Full-length presentation, in any format, to cover:
 - Background, objectives and goals
 - Methodology and case study development
 - Actionable insights/findings
 - How the results inspired innovation and success in your organization
 - The impact the research had on your business and how it improved your business strategies
- Contact information

What Not to Submit:

- Marketing campaigns, promotional launches and other creative projects will not be considered without the extensive use and explanation of the actionable insights and the strategic impact and results that were derived due to this case study. These case studies will be evaluated on the analysis rather than the final campaign results.

Winners:

The top three finalists will be announced by **December 31, 2024**, and will be expected to present their case studies at the Media Insights Conference. AT the conclusion of the case study presentations, an audience vote will determine the winners and their rank (first, second, third).

As a finalist, you will:

- Receive an award at the Media Insights Conference in Scottsdale, AZ
- Present your findings during the case study general session
- Be showcased on our website
- Gain recognition across the marketing insights community

The first-place winner will also receive a free pass to the 2026 Media Insights Conference in Miami, FL.

Entry Deadline:

The entry deadline for the Media Insights Case Study Competition is **Friday, December 6, 2024**. All presentations and materials must be submitted by this deadline in order to be considered.

There is no cost to enter; however, you must register for the Media Insights Conference to be eligible to win. To register for the conference, please [click here](#).

Contact Information:

If you have any questions, please contact Jenna Gacsy, Sr. Conference Producer at Jenna.Gacsy@informa.com

We look forward to receiving your case study competition presentations, and of course, to seeing you at the Media Insights Conference in Scottsdale!

Good Luck!