

Registration for the award 'Insights Scientist of the Year 2025' is now possible!



The world of marketing insights, research, and analytics is constantly evolving. Organizations are adopting new ways of working, technological advancements are occurring at a rapid pace, and the legal aspects of privacy and research continue to develop. The Data & Insights Network provides the expertise needed to guide organizations toward professional and future-proof data and insights management. Each year, it awards industry prizes to, among others, inspiring insights professionals who make a difference in the field. Scientists can now once again compete for the title of Insights Scientist of the Year 2025!

Influencer marketing is a growing trend. More and more companies are leveraging social media influencers to promote their products, with the result that a significant portion of the marketing budget is spent on this. Using influencers involves important strategic choices: which type of influencer (micro or macro?) fits best? On which platform (Instagram or TikTok?) can one achieve the most impact? And at what stage of the sales funnel - from awareness to purchase and loyalty - is influencer marketing most effective? Moreover, the emergence of new technologies such as virtual reality and AI offers new opportunities, including the use of virtual influencers such as Esther Olofsson.

Yet many companies are unclear about which combination of choices will yield the greatest return, while the costs of employing influencers can be significant. Companies therefore urgently need science-based insights that help them effectively assess the value of (virtual) influencers. What is the added value of social media influencer marketing

compared to traditional forms of brand building? To what extent does influencer marketing contribute to brand awareness and brand engagement? And how does it perform in terms of ROI compared to conventional marketing strategies? Science has recently paid more attention to research on the effectiveness of influencers. For example, studies have examined the effect of social media influencers on brand engagement, as well as consumer reaction to virtual influencers. It is time for these scientific insights to find their way into practice.

That's why the jury has chosen "The Value of Influencers for Building Brands" as Topic of the Year 2025.

Are you, or do you know someone who works at a Dutch university, who is an expert on this theme, and who published, or is on the verge of publishing at least one, but preferable more significant scientific articles on influencer marketing?

Then nominate yourself, your colleague, acquaintance, friend, or family member now!



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**Insights Scientist of the Year 2024:
Ilona de Hooge
Wageningen University**

Compete for this award and submit the following*:

1. A motivation letter (max. one page, Dutch or English) stating why you are an expert in the field of “The Value of Influencers for Building Brands” and how you contribute to building a bridge between theory and practice. You can write it yourself, or you can be nominated by someone else.
2. Your CV, clearly showing the link of your expertise with the Topic of the Year 2025 and your effort to bridge theory and practice.
3. One (or more) scientific article(s)/book/dissertation(s) that you are proud of and that is/are related to the Topic of the Year “The Value of Influencers for Building Brands”. It must have been accepted for publication, or already have been published.

The above information can be submitted by emailing the documents to awards@dinetwork.nl by February 14, 2025 at the latest.

Why you want to participate:

- We offer the nominees a prominent platform during the Topic of the Year symposium on May 22, 2025, and the awards ceremony on June 26, 2025.
- Nominees will have the opportunity to have a publication included in the D&IN Topic of the Year 2025 issue on the topic “The Value of Influencers for Building Brands.”
- In addition to prestige, the title provides a lot of publicity. Nominees will be featured extensively on the D&IN websites and D&IN social media channels, and the award will also receive coverage in Dutch popular marketing journals.

Criteria for selecting the nominees:

- The jury nominates only individual scientists (and not teams of scientists).
- The candidate’s CV, the degree of expertise in the topic and to what extent the candidate tries to share his/her scientific insights with people working in the field (valorization).
- Evaluation of quality of the submitted publication(s). The jury evaluates the degree of innovativeness of the research, the quality of the used methodologies, the practical relevance, and the readability of the publication(s).

Nominated and what happens next?

After the nomination deadline, the jury selects three nominees, who are requested to give a presentation at a D&IN Symposium on “The Value of Influencers for Building Brands” on Thursday May 22, 2025. The winner will be announced during the festive presentation of the Awards on June 26, 2025.

Datainsightsnetwork.nl/awards

***Please, check all submission requirements at Datainsightsnetwork.nl/awards**

