

WHITE PAPERS V. CASE STUDY

The **WHITE PAPER** was originally used by [Government](#) agencies to present policy information. It is a persuasive and informative piece meant to grab the attention of the reader while providing insight, technical information, and a logical argument to **sell a product, service, policy, or innovation. A specific problem is then introduced to the reader and the solution to it is presented.** Charts, and other visual tools are normally included in the White Paper to display information. The content and tone of a White Paper vary depending on the topic and audience.

CASE STUDIES were initially used within the field of [Social Science](#) to test their hypotheses. Businesses now utilize case studies. **Case studies to identify a specific problem and present a possible solution, and an evaluation of how a possible solution could solve the issue(s).** Both White Papers and Case Studies present the benefits of a product or service were bolstered the solution. *Knowing the differences between the two will help a business choose which one is right for them.*



CONSIDER....

White Papers and **Case Studies** are two different animals.

White Papers are more of a hard-sell and Case Studies are soft-sell written in a subtle, educational tone. They serve different purposes. A Case Study is short and descriptive, presenting the details of a particular problem in story form that promotes the product or service showcasing how they were a part of the resolution of a particular problem. **White Papers**, on the other hand, provide knowledge of the key features of a particular solution that helps to justify one solution over another. **MORE...**

