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The ARF Establishes Research Quality Certification Program

Program addresses the lack of trust and transparency hindering the industry

New York, NY June 26, 2019 – Driving the effort to close the widening industry “trust gap,” the ARF (Advertising Research Foundation) today announced the launch of its Research Quality Certification Program created to raise the standards and increase the transparency of advertising and marketing studies.

Launched with transparency as its guiding principle, a key element of The ARF Research Quality Program certification includes making study data available for public review and reanalysis.

“Our Research Quality Certification program is central to the ARF’s mission to improve the practice of advertising, marketing, and media research through objective research-based insights. There is no better way to generate such insights and achieve industry leadership than through research that addresses gaps in our knowledge with scientific rigor and transparency,” said Paul Donato, Chief Research Officer, the ARF.

The Mobile Marketing Association (MMA) is the first organization to have its [study](#) certified through this program. The MMA presented its Cognition Neuroscience Research study – focused on how consumers process information in a mobile environment – at the ARF’s [AUDIENCExSCIENCE](#) conference in April, 2019.

“This program is a critical initiative pushing the industry forward at a time when methodology and data practices are under scrutiny. Through the ARF Research Quality Certification Program, the feedback we received from our peers invaluablely enhanced our research,” said Vas Bakopoulos, Head of Research & Insights, MMA.

Quality certification is available to ARF members and allows members to have their research projects reviewed and certified as meeting high scientific standards, regarding the study’s purpose and design, its methods, and data analysis. Certification additionally offers ARF members the opportunity to receive expert input for their research efforts and have their studies recognized for their quality and objectivity.

The program differs from accreditation in that it is not intended for syndicated currency-related research. Additionally, it goes beyond assessments of the validity and reliability of measures

used and considers all aspects of a study and its relationship to scientific principles in design, methods chosen, analysis, and interpretation of the data.

Research that has been certified through the ARF Research Quality Certification Program will feature a Research Quality Certification Program logo on its cover page.

For more information on the Research Quality Certification Program, please contact certification@thearf.org.

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About the ARF

Founded more than 80 years ago, the ARF is dedicated to creating, curating, and sharing objective, industry-level advertising research to enable members to make a true impact on their advertising and build marketing leadership within their organizations. It has 400 members from leading brand advertisers, agencies, research firms, and media-tech companies. www.thearf.org.