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The ARF Announces 2021 Great Mind Awards Recipients

Sequent Partners' Alice K. Sylvester selected as Erwin Ephron Demystification Award honoree and Avocados From Mexico's Alvaro Luque chosen as CMO Award winner

Great Mind Awards recipients to be celebrated virtually on August 12 and as featured ARF content throughout the summer

New York, NY (June 29, 2021) – The ARF (Advertising Research Foundation) today announced the recipients of its 2021 ARF Great Mind Awards, which honor leaders across the advertising and marketing research industry, including **Alice K. Sylvester, partner at Sequent Partners**, as the Erwin Ephron Demystification Award winner.

The Erwin Ephron Demystification Award pays tribute to Erwin Ephron, a pioneer and legendary influencer in media planning, with the winner having demonstrated the highest level of business acumen and communication ability.

The awards also honor a C-Suite Executive who has embraced research, insights, and data analytics to drive growth, brand value, and better consumer experience with the CMO Award. This year's recipient is **Alvaro Luque, president and CEO of Avocados From Mexico**.

Sylvester and Luque will be featured during a special virtual event, "Conversations with Great Minds," on August 12 with exclusive interviews.

Additional Great Mind Awards recipients, along with their respective categories, include:
- **Future Forward**
  - *Escalent*
    - Chad King – VP, Research & Consulting
    - Heather Mitchell – Sr. Director, Qualitative
    - Rebecca Bretz – Sr. Research Manager

- - - Kat Waller – Sr. Qualitative Moderator
  - Angela Burns – Study Director
  - Breanne Armstrong – Lead Analyst
  - Hasan Elsadig – Lead Analyst
- **Young Pro of the Year**
  - Winner: Veronica Hernandez, Product Manager, Inclusion Analytics at Nielsen
  - Runner-Up: Jennifer Ekstein, Strategy Engagement Manager at Ipsos Strategy3
- **Journal of Advertising Research (JAR)**
  - Best Reviewer
    - Winner: Martin Eisend – Professor of Marketing, *European University Viadrina Center for Market Communications, Germany*
    - Winner: Claas Christian Germelmann – Full Professor and Chair of Marketing, *University of Bayreuth, Germany*
  - Best Academic Paper
    - Winner: "The Myth of Targeting Small, but Loyal Niche Audiences: Double-Jeopardy Effects in Digital-Media Consumption (JAR Sept. 2020)"
      - Harsh Taneja – Associate Professor, *University of Illinois Urbana-Champaign College of Media, Department of Advertising*
    - Finalist: "Effects of Non-Stereotyped Occupational Gender Role Portrayals in Advertising: How Showing Women in Male-Stereotyped Job Roles Sends Positive Signals about Brands (JAR June 2020)"
      - *Stockholm School of Economics*
        - Micael Dahlen – Professor
        - Karina T. Liljedal – Research Fellow
        - Hanna Berg – Research Fellow
  - Best Practitioner Paper
    - Winner: "Effectiveness and Efficiency of TV's Brand-Building Power: A Historical Review — Why the Persuasion Rating Point (PRP) Is a More Accurate Metric than the GRP (JAR Dec. 2020)"
      - Frank Findley – Executive Director, *Marketing Accountability Standards Board (MASB)*
      - Kelly Johnson – VP Ad Sales Measurement and Performance*, Disney Media & Entertainment Distribution*
      - Douglas Crang – Senior Director, Research, *MSW Research*
      - David Stewart – President's Professor of Marketing and Business Law, *Loyola Marymount University, Los Angeles, College of Business Administration*
    - Finalist: "The Effects of Commercial Length on Advertising Impact: What Short Advertisements Can and Cannot Deliver (JAR March 2020)"
      - *Ehrenberg-Bass Institute, University of South Australia*
        - Magda Nenycz-Thiel – Industry Growth Professor

o   Rachel Kennedy – Professor
o   Steven Bellman – MediaScience Research Professor

"Our 2021 Great Mind Awards recipients have demonstrated their unique ability to challenge conventional thinking and embrace research, data and analytics," said Scott McDonald, Ph.D., CEO and president at the ARF. "It is with great pleasure that we honor this group of innovators as they continue to drive our ever-evolving industry forward."

For more information on the 2021 Great Mind Awards or to attend the virtual awards ceremony on August 12 at 1 pm EDT, please visit LINK.

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 more than 400 members from leading brand advertisers, agencies, research firms and media-tech companies. For more information, visit www.thearf.org.

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