

Member Benefit Guide

As an Advertising Research Foundation (ARF) member, all employees have unlimited access to ARF Member Benefits—including events and research resources.

The ARF provides a wide array of learning, networking and leadership opportunities.

Knowledge Center

Your source for vetted, unbiased, trusted information and industry insights—ARF research archives, thought-leading publications and exclusive access to ARF Research Executives.



POWERSEARCH

The industry's most trusted source of information, case studies, news and research



KNOWLEDGE EXPERTS

Personalized research assistance from our team of professionals



PAST EVENT RESOURCES

Videos, presentations and key takeaways from past ARF events



JOURNAL OF ADVERTISING RESEARCH

Quarterly findings, methodologies and applications changing the science of our industry

KNOWLEDGE AT HAND

Quick, easy-to-read references on the industry's most pressing topics

CMO BRIEFS

One-page summaries of ARF research, white papers and leading-edge perspectives

NEWS YOU CAN USE

Highlights of must-read, current industry news

Member Communities

Engage with a community of Marketers, Agencies, Media companies and Research organizations—including category leaders, ad tech startups and consultants, academics and associations.

COUNCILS

Engage with like-minded thought leaders on our industry's biggest issues

COUNCIL TOPICS

ANALYTICS
COGNITION
CREATIVE
CROSS-PLATFORM
MEASUREMENT
CULTURAL
EFFECTIVENESS
LA MEDIA RESEARCH
PHARMA
SOCIAL

WOMEN IN ANALYTICS

Co-mentorship community for professionals in market research and analytics

YOUNG PROS

Learning, networking and skill building for next generation leaders (30 & under)

Events

Attend events or access past event resources on-demand—videos, key takeaways & presentations.

MEMBER-ONLY EVENTS

Shopper 2023

Forecasting 2023

OTT 2023

Insights Studio Series, Town Halls, Meet-Ups & more, covering key industry topics.

CONFERENCES & AWARDS (COSTS DISCOUNTED FOR MEMBERS)

AUDIENCE xSCIENCE 2023

Our largest annual conference, focused on media & measurement

CREATIVE EFFECTIVENESS 2023

Explore innovative ways of stimulating, optimizing and measuring creative

2023 ARF DAVID OGILVY AWARDS

Honors the power of research/data that contribute to great advertising

2023 ARF Great Mind AWARDS

A celebration of leaders across the industry

PARTNER EVENTS

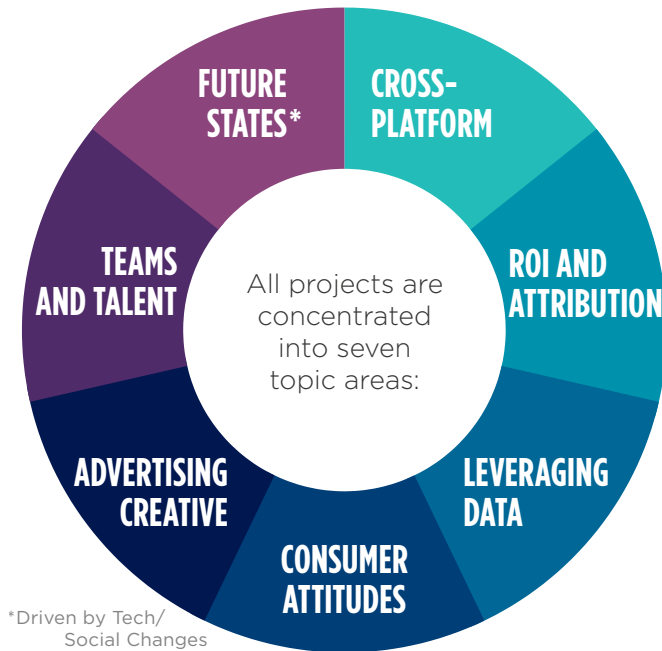
Attention 2023

Attribution & Analytics Accelerator 2023

Marketing Effectiveness 2023

Thought Leadership

As an ARF member, you have many leadership opportunities to consider. Submit your groundbreaking research for an upcoming event, join a committee or a jury of your peers, engage in our communities, or become a corporate sponsor.



RESEARCH INITIATIVES

The ARF Media Model	Effectiveness of Podcast Advertising
Brand Loyalty and Lifetime Value	The Effects of Time Duration
Creative vs. Media in Today's World	Future of Panels & Big Data
Cross-Platform Standards	How Did Brands Handle 2020?
DASH (The Universe Study of Device and Account Sharing)	Identity Map Providers
David Ogilvy Awards Database	The Organizational Benchmark Survey
	The Privacy Survey
	Share of Search

ARF sets its research agenda based on member input and allocates a percentage of member dues towards these initiatives.

ARF Marketing Optimization and Insights Certificate



SCHOOL OF PROFESSIONAL STUDIES

Develop talent within your organization and invest in the future of the industry by offering your employees the opportunity to participate in **The ARF Marketing Optimization and Insights Certificate**, established in partnership with NYU School of Professional Studies

ARF Charitable Foundation



ARF WIDE (Workforce Initiative for Diversity and Excellence)
To improve the diversity and excellence of the marketing research and data analytics workforce of the future.

ARF Subsidiaries



The **Marketing Science Institute** brings together renowned scholars and leading marketers to create an unbiased platform for scientific research, purposeful collaborations and peer-to-peer networking.