

ARF Membership Benefit Guide

As Members of the **Advertising Research Foundation (ARF)**, all employees have unlimited access to [ARF Member Benefits](#) including events and research resources. The ARF is an objective platform for research and discourse around industry best practices. Tap into the ARF for learning, networking, and leadership opportunities. Find a description of benefits and how to access them below.

[ARF Members](#) - Connect with a community of 400+ member companies including Advertiser, Agencies, Media, and Research. ARF Members include leading fortune 100 companies as well as Ad tech startups and consultants, Academics and Associations.

[Young Pros](#) - Learning, networking, and leadership for next generation leaders (30 & under).

[Women in Analytics](#) - Co-mentorship environment evangelizing female leadership in analytics.

[Councils](#) - Engage with likeminded thought leaders on our industry's biggest issues.

Councils include: **Analytics, Cognition, Creative, Cross-platform Measurement, Cultural Effectiveness, Social, & TV/Video Content**

[Member Events](#) - Attend in-person, virtually, or access our past event knowledge. Topics include Cross-Platform Measurement, Data & Analytics, Media & Measurement, Artificial Intelligence, Proving Advertising ROI, Data Visualization, Sports Marketing, Shopper Insights, Sports, OTT, Consumer Attitudes and Behavior, Influencer Marketing, Corporate Social Responsibility, Creative Excellence and more! Attendance at ARF events of all formats is included for all events except our main conference, partner conferences, and awards.

ARF and Partnered Conferences, & Awards - ARF host its own conferences, award shows, and regional events, and also curates content at **Advertising Week New York** and **South by Southwest**.

[ARF David Ogilvy Awards](#) – Celebrates excellent advertising campaigns driven by insights.

[ARF Great Mind Awards](#) – Celebrates individuals' contribution to the industry.

[AUDIENCExSCIENCE](#) (Media & Measurement Focused conference in September 20-22)

Knowledge Center - Access Self-Service and ARF Assisted Search resources. Find a repository of both proprietary research funded by the ARF and/or our members as well as publicly available information from hand-selected & vetted sources including white papers, presentations, articles, videos, interviews, links to industry leading research, etc.

[PowerSearch](#) - Tap into the ARF's curated database

[Ask a Knowledge Expert](#) - Help find research to support your work

[Past Events](#) - Browse presentations and videos from recent ARF Events

[Knowledge At Hand](#) - A quick reference for information on a wide range of industry subjects from fundamental to leading edge.

[CMO Briefs](#) - A one-page summary of ARF research, white papers, Knowledge at Hands, and perspectives on relevant topics.

[Journal of Advertising Research](#) - Read the #1 Advertising Research business journal as rated by Thomson Reuters. This global journal is published quarterly and is both academically and practitioner reviewed.

[News You Can Use](#) - Read the latest ARF curated industry news.

[Thought Leadership](#) - Submit to contribute to an ARF program through the Call for Content or take advantage of sponsored opportunities.

Research Agenda - The ARF has invested heavily in Original Research bringing our member network together to achieve large, overarching, collaborative, cross-category studies on the toughest issues that matter most to our members. We have identified seven key topics, which include:

1. Cross-Platform Audience Measurement, 2. Marketing Attribution and ROI, 3. Future Methods and Tech, 4. Teams Talent Training and Organization, 5. Consumer Attitudes and Behavior – Drivers and Trends, 6. Data Analytics to Business Insights, and 7. Advertising Creative

Contact your ARF Membership Manager with any questions or contact us at:

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