



C+R Research, Initiative, Kantar, Levi Strauss & Co. and SKIM Support The ARF Workforce Initiative for Diversity and Excellence; Second Cohort of Scholars Announced

New partners to contribute over \$140,000 to advertising, media and research/analytics industry's scholarship program

Nine new scholars selected from ARF WIDE public university partners University of California Berkeley, John Jay College of Criminal Justice at the City University of New York, The Ohio State University and University of Wisconsin Madison

New York, NY (December 7, 2021) – The ARF (Advertising Research Foundation) today announced C+R Research, Initiative, Kantar, Levi and SKIM as the newest corporate partners for ARF Workforce Initiative for Diversity and Excellence (WIDE), which was established to improve the quality and diversity of the future workforce of the advertising, media and research/analytics industries.

C+R Research, Initiative, Kantar, Levi Strauss & Co. and SKIM have pledged a total of more than \$140,000 to the scholarship program. Initiative joins ARF WIDE as the first agency partner.

“A key part of our role at Levi’s is to represent the voice of the consumer, and it’s critical to have diverse perspectives in order to do that,” said Barb Murrer, VP Marketplace Insights, Levi Strauss & Co. “With programs like ARF WIDE, we can create opportunities for students from all backgrounds to help them understand that insights is a career option and in turn, welcome those diverse perspectives into our field and make informed business decisions.”

“Exposing students from marginalized communities to media as a career path where they can apply their research and analytic leanings is key for our commitment at Initiative to advancing representation in our industry and fostering a supportive work culture,” said Pele Cortizo-Burgess, Chief Culture + Inclusion Officer at Initiative. “We are proud to partner with ARF WIDE as we firmly believe in both the importance and benefits of attracting people with different experiences and from different walks of life to the work we create here on behalf of our clients.”

ARF WIDE has also selected nine new scholars from its partner universities for the program’s second year. This second cohort of scholars includes: two students majoring in Media Studies at **University of**

California, Berkeley (College of Letters & Science); two Marketing students at **The Ohio State University (The Max M. Fisher College of Business);** two Computer Science and Information Security majors at **John Jay College of Criminal Justice at City University of New York (CUNY);** and three students at **University of Wisconsin Madison (A.C. Nielsen Center for Marketing Analytics and Insights)** studying Marketing and Real Estate and Urban Land Economics, Psychology and Marketing, Supply Chain Management, and Operations and Technology Management.

“We are very grateful to our new ARF WIDE partners and the pivotal role they will play in our effort to develop and nurture a new and sustained generation of diverse talent across the industry,” said Scott McDonald, PhD., CEO and President at the ARF. “I am particularly delighted to welcome our second class of scholars and want to thank our university partners for their support in propelling the program’s efforts forward. I am very much looking forward to continuing the momentum of the first year of the program with such a wonderful group of individuals.”

Throughout the program experience – which is made possible by the financial contributions of our new and existing corporate and individual donors – scholars are matched with ARF Young Pro Coaches, who serve as a bridge between the undergraduate experience and professional workforce, and Executive Mentors from ARF’s network of industry leadership. Scholars also have access to ARF WIDE partners offering paid summer internship opportunities and the ability to join ARF programming including: conferences, seminars, professional communities and ARF WIDE Learning Labs.

“At Kantar, we understand not only the value of having broad and inclusive representation in our employees, research participants and partner companies, but the importance of shaping minds and providing the right opportunities for future leaders in this space,” said Ivonne Samaniego, CHRO, Americas at Kantar. “We are excited to further our commitment to creating an inclusive workplace and a more diverse market research industry by working with both current and new ARF WIDE scholars.”

Paul Metz, Managing Partner and Angela Roberts, VP Administration & DEI at C+R Research added: “Becoming a partner of ARF WIDE was a natural fit for us given the existing work we do with one of the ARF’s partner universities, University of Wisconsin Madison, to engage students at the college level to become more familiar with the market research industry and the opportunities there are to find a career in this space. We are so thrilled that we can continue these efforts and create opportunities and access to this field to those who might not otherwise have had it with ARF WIDE.”

Following ARF WIDE’s inaugural year, one scholar has graduated and 19 scholars from the participating public universities are also continuing in the program for the second year. Visit the [ARF Wide](#) site for more information about the program, or learn about becoming a partner here:

<https://www.youtube.com/watch?v=LQyXzWvk-fg&t=1s>

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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