



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.

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.

YOUNG PROS

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

COUNCILS

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

ANALYTICS

COGNITION

CREATIVE

CROSS-PLATFORM MEASUREMENT

CULTURAL EFFECTIVENESS

LA MEDIA RESEARCH

PHARMA

SOCIAL

WOMEN IN ANALYTICS

Co-mentorship environment evangelizing female leadership in research and analytics.

Events

Attend 2021 events or access past event resources on-demand—videos, key takeaways & presentations.

SHOPPER
2022

FORECASTING
2022

OTT
2022

Member only events include these key **xSCIENCE** events, our Insights Studio Series, Town Halls, meet-ups and more—covering key industry topics.

Conferences, Awards & Partner Events (Member Discounts)

AUDIENCE 2022
xSCIENCE

Our largest annual conference, focused on media & measurement

2022 ARF
DAVID OGILVY AWARDS

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

2022 ARF
Great Mind AWARDS

A celebration of leaders across the industry

Partner Events — **Advertising Week New York, SXSW, IPA Effworks and Attribution & Analytics Accelerator**

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

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

JOURNAL OF ADVERTISING RESEARCH

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

NEWS YOU CAN USE

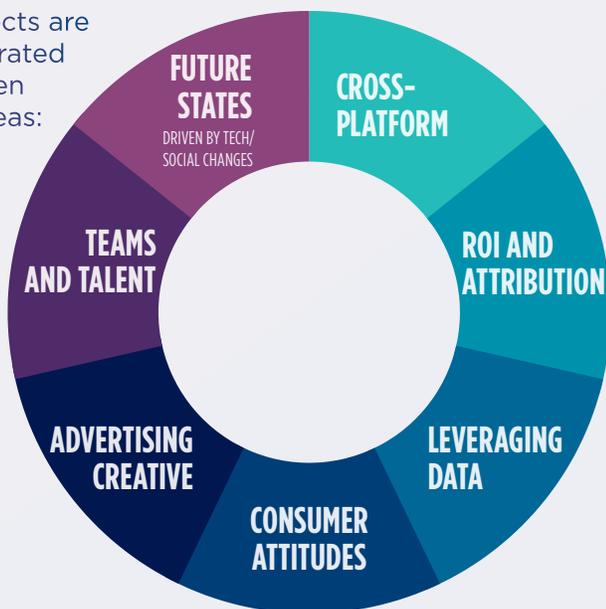
Highlights of must-read, current industry news

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.

2021 Research Agenda

All projects are concentrated into seven topic areas:



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



RESEARCH INITIATIVES

Annual Organizational Benchmark Survey

The Wit and Wisdom of Erwin Ephron (eBook)

Annual Privacy Survey

What are the Elements of a Successful Brand Purpose Campaign?

The Effectiveness of Podcast Advertising

Identity Map Providers

FIRST SYNDICATED STUDY

The Study of Device and Account Sharing

The Future of Panels & Census

Cross Platform Standards

FALL INITIATIVES

Share of Search

How Did Brands Handle 2020?

The ARF Ogilvy Database

Creative vs. Media in Today's World

Brand Loyalty and Lifetime Value

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.



Contact your ARF Membership Manager with any questions membership@thearf.org | 212-751-5656

