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.

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#### COUNCILS

#### WOMEN IN ANALYTICS

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

#### SHOPPER 2022

#### FORECASTING 2022

#### OTT 2022

#### AUDIENCE x SCIENCE 2022

#### 2022 ARF DAVID OGLIVY AWARDS

#### 2022 ARF GREAT MIND AWARDS
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.

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

To improve the diversity and excellence of the marketing research and data analytics workforce of the future.