



Artie Bulgrin Receives Advertising Research Foundation’s Erwin Ephron Demystification Award

ARF also announces Journal of Advertising Research Best Reviewer and Best Paper honorees

New York, NY, April 24, 2023 — The Advertising Research Foundation (ARF) today announced Artie Bulgrin as the 2023 Erwin Ephron Demystification Award recipient. Part of the ARF Great Mind Awards program, the Erwin Ephron Demystification Award honors lifetime achievement for those who exemplify Erwin Ephron’s legacy with their unique ability to communicate complex insights. The award honors analytical leaders in organizations across the industry.

Artie Bulgrin is a 40-year veteran of media research and measurement consulting. Currently a project lead for ANA, he was the EVP of strategy and insights for MediaScience and retired from ESPN as research chief after a 21-year career. Before joining ESPN, Bulgrin was the director of research and sales data services at ABC National Television Sales, Inc. and began his career at Nielsen Media Research.

He will be honored at the ARF’s annual [AUDIENCExSCIENCE](#) event on Tuesday, April 25.

“Artie is well-known for spearheading best-in-class research pioneering industry changing insights,” said Scott McDonald, Ph.D., CEO and president at the ARF. “From Project Blueprint, which was over a decade ahead in introducing a viable system for cross-platform measurement, to his research around new ad formats, bringing ESPN ahead of the curve, he is a researcher who has consistently challenged conventional thinking and motivated forward conceptualization. It’s no surprise that he was chosen as this year’s winner by a unanimous vote.”

The ARF also announced the winners of this year’s *Journal of Advertising Research (JAR) Awards*, which recognize the best papers of academic and practitioner authors, and of editorial board members who made excellent contributions to the quality of peer-reviewed papers.

This year’s honorees include:

- Best Reviewer
 - Danielle Chmielewski-Raimondo, Senior Lecturer in Marketing, University of Melbourne
- Best Paper
 - Winner: [“How Advertising Expenditures Affect Consumers’ Perceptions of Quality: A Psychology-Based Assessment of Brand, Category and Country-Level Moderators”](#)

- Koushyar Rajavi, Assistant Professor of Marketing at Scheller College of Business, Georgia Institute of Technology
- Donald R. Lehmann, the George E. Warren Professor of Business at the Columbia University Graduate School of Business
- Kevin Lane Keller, the E. B. Osborn Professor of Marketing at the Tuck School of Business, Dartmouth College
- Alireza Golmohammadi, Assistant Professor of Marketing, Belk College of Business at UNC Charlotte
- Runner Up: [“Can Personalization or Creativity Reduce Banner Blindness? An Executive Functions Approach to Media and Creative Strategies.”](#)
 - Farzad Abedi, PhD student at Macquarie University
 - Scott Koslow, Professor at Macquarie University

JAR is currently seeking content for its upcoming issues on [Prosocial Advertising Messages](#) and [Insights for Advertisers on Immersive Technologies](#) – with submissions due May 8 and July 3, respectively. *JAR* also published a [2023 JAR Research Priorities list](#) with areas where research is needed most by practitioners.

Additionally, *JAR* is looking for industry partners to make data available at no cost to academics for the purpose of advancing knowledge in critical areas of practice. Most recently, [JAR partnered with TVision](#) to release data from their consumer panel. The effort attracted 33 applications by academics proposing research ideas to collaboratively advance understanding of audience attention and measurement.

The Great Mind Awards also include the Chief Marketing Officer Award, Future Forward Award and Young Pro of the Year Award. These winners will be announced at a later date.

For more information about the Great Mind Awards, visit: [2023 ARF Great Mind Awards](#)

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.