

The ARF Announces 2023 David Ogilvy Awards Finalists; Winners to be Celebrated Following Creative Effectiveness Event

TikTok, Ipsos and others to speak at second annual ARF event

NEW YORK, NY (August 17, 2023) – The Advertising Research Foundation (ARF) today announced the **2023 David Ogilvy Awards finalists**, with winners to be named at a ceremony on October 4 at 4:30pm ET in Manhattan. The awards ceremony will be preceded by ARF's second annual Creative Effectiveness event from 10am-4pm ET. This event will explore the perspectives, theories, and resources being employed to develop and measure creative, featuring speakers from **Columbia University, Google, Ipsos, TikTok** and more.

Honoring achievements in research- and insights-driven advertising, the awards are given across spotlight categories such as Best Brand Transformation, Best Consumer Experience and Social Responsibility, as well as verticals including B2B, Travel and Multicultural.

The finalists – which include **CVS Health, Toyota, Pernod Ricard, Samsung, Hilton** and more – were selected by a jury composed of researchers, marketers and consumers insights experts.

“As behaviors continue to shift, data-driven research has never been more crucial to delivering messages and campaigns that resonate with consumers,” said Scott McDonald, CEO and President at the ARF. “These finalists have demonstrated the power of analytics and the insights that they can provide to develop impactful advertising creative.”

The awards ceremony, sponsored by Ipsos and TikTok, will recognize Gold, Silver and Bronze distinctions for each category – and will culminate in the naming of this year's Grand Ogilvy Award recipient, recognizing the top campaign selected from all Gold finalists.

“The finalists for this year's award truly embody the spirit of David Ogilvy,” said Anibal Casso, Chief Strategic Officer North America, Ogilvy and Grand Jury Co-Chair. “He always pushed the boundaries of what was possible to make ideas effective and move the industry forward, and we're excited to honor those who have wholeheartedly embraced his vision.”

To see the full list of finalists for each category and register for the two-part event, visit <https://thearf.org/2023-david-ogilvy-award-finalists/>

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.