



2024 CALL FOR CONTENT & AWARD NOMINATIONS

The ARF is eager to feature your groundbreaking work at events, as well as celebrate great talent and campaigns through award programs.

BELOW IS A COMPREHENSIVE LIST OF OUR UPCOMING CALL FOR ENTRIES:

ENTITY	ENTRY PERIOD	DATE OF EVENT	ABOUT
	SEPT. 4 – OCT. 23	SPRING 2025	The ARF's largest annual event—submit groundbreaking research, to be reviewed by industry expert-led committees, for a chance to present
	JAN. 3 – FEB. 7	SPRING 2025	A tribute to legendary influencer in media planning, Erwin Ephron, winners showcase the highest level of business acumen and communication ability.
	JAN. 3 – FEB. 7	SEPT. 26, 2024	A celebration of leaders across the industry, including research innovators, data-driven marketers, industry legends and rising stars.
	MARCH 6 - MAY 24	SEPT. 26, 2024	Honors the power of research, data and insights that contribute to successful advertising campaigns.
	APRIL 1 – MAY 20	FALL 2024	Focused on attribution, marketing mix models, in-market testing and the science of marketing performance measurement.
	ONGOING	ONGOING	Share notable research initiatives with wider ARF membership via events or on-demand content.