

The ARF Overview

MEET THE ARF

The **Advertising Research Foundation (ARF)** is an open forum where the best and brightest from every avenue of advertising gather to exchange ideas and research strategies. Together, we challenge conventional maxims, take on the latest issues, and discover new insights that benefit us all. This collaboration yields something invaluable: **knowledge**. Knowledge that is meaningful, actionable, and indispensable. Knowledge that empowers our members to have a true impact on their marketing programs and their organizations. Knowledge that changes perspective and changes the game.

Since 1936, our goal has been to lead our industry forward. As an open-minded, unbiased environment, free of partisan interests, The ARF facilitates a smarter, stronger, and more effective advertising community.

WE ARE THE ARF

The ARF encompasses a diverse group of experts from all walks of marketing life. From Fortune 500 companies to research practices, ARF members include more than 400 advertisers, advertising agencies, associations, academic institutions, research firms and media companies. Come to one of our many events, and you'll meet everyone from legendary marketing giants to nimble start-ups with new methodologies and technologies. Our members share a belief in the power of great research and a dedication to finding actionable research solutions.

HERE'S WHAT THE ARF CAN DO FOR YOU

Only The ARF has a collection of research and resources that is unmatched in the industry. As a member of The ARF, you have access to both extensive online archives and personalized research services to help you find exactly what you need.

There is unique value to your ARF membership:

- A community of independent thinkers
- An objective, safe place to share and build upon knowledge
- A trusted forum to share and create game-changing perspectives
- New, valuable insights into your most complex and challenging issues
- Actionable, competitive ideas and the confidence to act on them
- Customized research services, when you need them
- *Journal of Advertising Research* as a valuable source of learning

You also get these specific benefits:

ARF FORUM PROGRAM

As part of The ARF's commitment to deliver maximum impact and member value, we are transforming The ARF's Councils to a more issue-specific format called, "ARF Forums", in response to the rapid, profound changes in our industry.

During 2011, The ARF will launch Forums focused on the most pressing industry subjects. Both in-person and virtual attendance is available.

WEBCAST PROGRAM

All company employees receive free registration to each ARF Webcast. Webcasts are offered about once a week and are available on-demand after the event. ARF Members can also administer webcasts at a discounted rate.

ARF CAREER CENTER

ARF Members pay reduced rates to post job opportunities on The ARF Career Center, an online resource for advertising- marketing- and research-related jobs that drive business success and career growth. Employers reach only the most relevant prospects. Jobseekers have a premier source for the best industry jobs available.

EVENT REGISTRATION DISCOUNTS

All company employees receive discounted rates to Re:think – The ARF's Annual Convention, ARF's Audience Measurement and additional events and workshops held through each year.

RESEARCH RESOURCES

The *ARF PowerSearch* tool enables members to easily access over 50,000 documents online.

The on-demand *ARF Knowledge Center* helps members address questions, find urgent data, and prepare winning presentations.

Morning Coffee provides the web's best and most up-to-date news feeds, research, blogs and videos on crucial issues in advertising, marketing, media, consumers and culture to our members.

ARF Researchers work with member organizations to conduct regular research projects addressing topical issues of importance. Insights from these efforts are available to all ARF members.

JOURNAL OF ADVERTISING RESEARCH

ARF membership includes up to 15 free subscriptions to The ARF's *Journal of Advertising Research (JAR)*, access to five years of JAR Online archives for all company employees, and member companies are encouraged to publish your learning in the JAR.

PLUS

Premier-value services available to ARF members include advisory consultations, on-site reviews, workshops and engagement plans that can be tailored to your company's needs.

Already an ARF Member? Contact membership@thearf.org for more information.

Interested in joining? Contact member-info@thearf.org to enquire about ARF membership, today!

ARF “Councils” Become “Forums”

We have listened to your many thoughtful suggestions and are happy to announce that as part of our 75th anniversary celebration **we are transforming our Council program to an enhanced version we have dubbed, “ARF Forums.”** In creating Forums, we are maintaining many of the most popular features of the Council program while adding many new elements. Among the enhancements will be:

- Forums created, as needed, to engage members in Hot Topics such as *Advances in NeuroMarketing; Implications from the new Census; Marketing Accountability.*
- Practices (ROI & Modeling); and Forums focused on elements of Social and Mobile Media.
- Opportunistic Forums that delve into subjects over a short period, such as Search Engine Ethics.
- Forums geared toward membership sectors, such as Retail and Pharma (more to come).
- Using an array of social media to expand on Forum conversations to keep the dialogue going between Forum events.
- Aligning other ARF activities to Forums, so that Forums “events” will now include relevant Webcasts, articles in the Journal of Advertising Research, conference calls, half-day meetings, and even become part of our Conferences.
- “Joining” Forums so that we keep you up-to-date on what happened during Forum events which you were unable to attend.
- Short videos (2–3 minutes) will be provided to those who join a Forum that will succinctly summarize key take-aways from all Forum activities, and provide information on next steps.

Flexibility, saliency and providing you with “need to know” information/insights will be the cornerstones of the new Forum experience. And members can still enjoy familiar aspects of “Councils” such as the opportunity to Network with other members; hearing different perspectives from our myriad constituencies; and a “safe” environment for hearing presentations, frank debates and discussions from leading industry experts.

We are excited about this new addition to the ARF experience.

The Initial 2011 Forums:

RESEARCH FORUMS

- Advancing Marketing Accountability Practices
- Advances in NeuroMarketing
- Research in the Creative Process
- Research Quality
- Research Transformation: The Researcher of the Future

FACETS OF AMERICAN SOCIETY

- Attention Span and the Digital Age
- Multicultural/People
- The New America: Implications of the 2010 Census

MEDIA

- Audio Research
- Interactive/Addressable TV
- Media Measurement in the Digital Age
- Mobile: Impact of Branded Mobile Apps
- Research for Communications Planning
- Search Engine Ethics
- Social Media

INDUSTRY FOCUS

- Research for the Pharmaceutical Industry
- Shopper Insights: New and Emerging Research Methods

We will introduce our new Forum program with this first wave of events in the coming weeks.

Upcoming Forum Events:

- The *Social Media Forum* launches March 30th with “*The Art of Social Media*” at the ARF. To register or to view event details, please go to MyARF. For more information about this Forum, please contact: forums@thearf.org
- The *Audio Research 2011 Forum* launches March 31st with “*It’s All About the Creative!*” in partnership with the Radio Advertising Bureau. To register go to MyARF. For more information about this Forum, please email: forums@thearf.org.
- The *Research Quality Forum* launches April 7th featuring a Report from University of Michigan’s Institute for Survey Research and “*How do we Ensure the Quality of Routed Surveys?*” To register go to MyARF. For more information about this Forum, please email: forums@thearf.org.

Register to Participate:

You are invited to participate in any Forum, register via MyARF at <http://my.thearf.org>.

Learn More:

If you are interested in a specific Forum, please contact forums@thearf.org.