



2025 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.
	MARCH 6 - MAY 24	FALL 2025	Honors the power of research, data and insights that contribute to successful advertising campaigns.
 	MARCH 31 - MAY 19	FALL 2025	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.