

THE ROBERT E. OLIVER AWARD

Advertising Standards Canada (Ad Standards) is the industry's not-for-profit self-regulatory body committed to maintaining community confidence in advertising.

Ad Standards awards one \$1500.00 scholarship annually to a full-time post-secondary student who is a Canadian citizen or permanent resident of Canada, enrolled in an undergraduate Advertising and/or Marketing program at a Canadian university or community college and is committed to pursuing a career in advertising or marketing in Canada. Mr. Robert E. Oliver was Ad Standards' first president - a pioneer of Canadian advertising self-regulation. Robert E. Oliver played a key role in developing the *Canadian Code of Advertising Standards*, the principal instrument of advertising self-regulation.

Applications are available from the Program Chair/Coordinator. Upon completion, **the application should be returned to the Program Chair/Coordinator** who, in turn, will submit **one** application only from this institution to Ad Standards, for review by its Judging Panel. In the event of a decision by the Judging Panel that results in a tie, the successful applicants will each receive an award of \$1,000.00.

All questions regarding this award must be directed to Ad Standards by the Program Chair/Coordinator.

Evaluation Criteria:

- Academic results from most recent transcript – 30 points
- College/Faculty Member recommendation (max. 250 words) – 20 points
- Summary of Community Service/Volunteer work (max. 350 words) – 30 points
- Essay on Why You Should Receive the Award. This should include your academic achievements, career goals, and leadership and humanitarian qualities (max. 250 words) – 20 points

Deadline for Submissions:

February 28, 2018 to Ad Standards

For more information, please contact:

Yamina Bennacer

Manager, Standards

yamina.bennacer@adstandards.ca

Tel: 416 961-6311 x 249

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