

Ad Standards Scholarship

Ad Standards offers **two \$1,500.00 scholarships** annually to full-time post-secondary students who are Canadian citizens or permanent residents of Canada and who are enrolled in an undergraduate Advertising or Marketing program at a Canadian university or college. One award is open to students attending a primarily English post-secondary institution and one is open to students attending a primarily French post-secondary institution. Successful applicants display a record of academic excellence, a commitment to volunteerism, and a genuine interest in pursuing a career in advertising or marketing.

The scholarship honours Robert E. Oliver, Ad Standards' first president and a pioneer of Canadian advertising self-regulation. Mr. Oliver played a key role in developing the *Canadian Code of Advertising Standards*, sat on various charity boards, and was an accomplished student and public educator.

Applications are available online at adstandards.ca/scholarship. **Please note that each institution can submit only one application per year.** Interested applicants should contact their Program Chair/Coordinator before beginning the application process, to ensure that their institution has not already submitted an application. Upon completion, **the application should be sent to the Program Chair/Coordinator**, who, in turn, will submit it to Ad Standards for review by its Judging Panel.

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 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 institutions to submit one application on behalf of a student:

February 28, 2019

About Ad Standards

Ad Standards is committed to fostering community confidence in Canadian advertising and to ensuring the integrity and viability of advertising through effective industry self-regulation. As an independent, not-for-profit body, we administer the *Canadian Code of Advertising Standards*, the principal instrument of advertising self-regulation in Canada, and a national mechanism for accepting and responding to consumer complaints about ads. Ad Standards Clearance Services reviews creative and offers consultative services in five categories, to help ensure advertising complies with relevant regulations.

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Application Form

PART A

Name:

Age:

Home Mailing Address:

Phone No:

Email:

Institution:

Program/Year:

Please attach the following items to this application form:

A copy of your most recent official transcript;

A letter of recommendation from a faculty member(max. 250 words);

Summary of your recent community volunteer work (max. 350 words);

An essay outlining why you should receive this award. This should include your academic achievements, career goals, and leadership and humanitarian qualities (max. of 250 words);

PART B

Please provide contact information for the faculty member who is providing your letter of reference.

College/faculty member's

Name:

Position:

Institution:

Tel:

Email:

Completed applications must be received by Ad Standards, at the address listed above, no later than February 28, 2019.