

## Ad Standards Scholarship

### For advertising/marketing undergraduate students at Canadian colleges and universities

Students who wish to apply should complete the application form on page three of this document, gather the support documents listed below, and send them all in one PDF file to [scholarship@adstandards.ca](mailto:scholarship@adstandards.ca) before the application deadline, **March 12, 2026**.

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### About the Scholarship

Ad Standards awards **three annual scholarships of \$2,500** to students enrolled in undergraduate advertising or marketing programs at Canadian universities and colleges. The scholarships are awarded to:

- One student enrolled in an undergraduate advertising or marketing program at a primarily English college or university.
- One student enrolled in an undergraduate advertising or marketing program at a primarily French college or university.
- One student enrolled in an undergraduate advertising or marketing program at an English or French college or university who identifies as being part of an underrepresented community in the Canadian advertising and marketing industry.

The Ad Standards 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.

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### About Ad Standards

Ad Standards is the self-regulatory body for Canada's advertising industry. Through member support and cooperative industry initiatives, we build public confidence in advertising by helping ensure ads, in all media, are truthful, fair and accurate. We administer the *Canadian Code of Advertising Standards*, which sets criteria for acceptable advertising, and provides a mechanism for adjudicating and resolving consumer complaints and competitive disputes. We also review advertising creative and offer consultative services to help ensure compliance with relevant laws and regulatory guidelines. Our collaborative relationships with Canadian regulators and global self-regulatory organizations provide a diversity of valuable insights, which inform our initiatives and goals.

## Application Criteria

Eligible candidates must be enrolled in an undergraduate advertising or marketing program at a Canadian university or college. Successful applicants demonstrate:

- Academic excellence
- A commitment to volunteerism
- An interest in pursuing a career in advertising or marketing

Candidates may identify as part of an underrepresented community in the Canadian advertising and marketing industry. This could include one or more communities from the following non-exhaustive list:

- Indigenous peoples (First Nations, Inuit, and Métis)
  - Members of visible minorities or racialized groups
  - Members of the 2SLGBTQI+ community
  - People with physical, sensory, learning, developmental or mental disabilities/differences
  - Any other equity-deserving groups
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## Application support documents:

- Academic results (screenshots accepted)
  - Scholarship recipients will be asked to provide a current, verified transcript
- Essay on “Why You Should Receive the Award”
  - This should include a summary of your volunteer work, academic achievements, career goals, and leadership and humanitarian qualities (**max. 750 words**)
- Volunteer supervisor/associate letter of recommendation (**max. 200 words**)
  - Our focus on volunteer work recognizes all personal and academic volunteerism; any volunteer work can be included in the application.

## Optional:

- A brief personal statement identifying the underrepresented community/ies in the Canadian advertising and marketing industry with which you identify. Refer to application criteria for more details. (**max. 100 words**)
  - Scholarship recipients may be asked to provide third-party verification satisfactory to Ad Standards.

## Scholarship Application Form

### PART A

Name: \_\_\_\_\_ Phone: (\_\_\_\_) \_\_\_\_ - \_\_\_\_\_

Home Mailing Address: \_\_\_\_\_

Email: \_\_\_\_\_

Institution: \_\_\_\_\_

Program: \_\_\_\_\_

Anticipated Graduation Year: \_\_\_\_\_

**Please include the following support documents with this completed form:**

- ☐ Your academic results (screenshots accepted)
- ☐ An essay outlining why you should receive this award. This should include a summary of your volunteer work, academic achievements, career goals, and leadership/humanitarian qualities. (**max. 750 words**)
- ☐ A letter of recommendation from a volunteer supervisor/associate. (**max. 200 words**)

***Optional:***

- ☐ A brief personal statement identifying the underrepresented community/ies in the Canadian advertising and marketing industry with which you identify. (**max. 100 words**)

### PART B

**Contact information for the individual providing your letter of recommendation.**

Name: \_\_\_\_\_ Phone: (\_\_\_\_) \_\_\_\_ - \_\_\_\_\_ ext. \_\_\_\_\_

Email: \_\_\_\_\_

**How did you hear about this scholarship?**

Completed applications must be received by Ad Standards at  
[scholarship@adstandards.ca](mailto:scholarship@adstandards.ca) no later than **March 12, 2026**.