

Ad Standards Scholarship Criteria & Requirements

Application Deadline: April 9, 2027

Ad Standards awards **three annual scholarships of \$2,500** to individuals pursuing studies in advertising, marketing, communications, or public relations at Canadian colleges and universities.

The scholarships are awarded to:

- One applicant attending a primarily English-language college or university
- One applicant attending a primarily French-language college or university
- One applicant 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.

Who Can Apply?

Applicants must be enrolled in an **advertising, marketing, communications, or public relations** program at a Canadian college or university and meet **one** of the following criteria:

- Be enrolled full-time in an undergraduate program
- Be enrolled full-time in a graduate program
- Be employed by an organization in an advertising, marketing, communications, or public relations role while enrolled in part-time or continuing studies. *Note:* Winners in part-time or continuing studies will be asked to provide proof of employment.

Selection Criteria

Successful applicants will demonstrate:

- Academic excellence
- A commitment to volunteerism
- Demonstrated interest in pursuing a career in advertising, marketing, communications, or public relations

Applicants who identify as part of an underrepresented community in the Canadian advertising and marketing industry may also apply for the scholarship designated for underrepresented communities. Examples of underrepresented communities include:

- 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
- Other equity-deserving groups

Application Requirements

Applicants must submit the following through an [online form](#).

- Academic results (screenshots accepted)
- Essay: "Why You Should Receive the Award" (750-word maximum)
- Letter of recommendation from a volunteer supervisor or associate (200-word maximum)
- For applicants from an underrepresented community: Submit a brief personal statement (maximum 100 words) identifying the underrepresented community or communities with which you identify. Scholarship recipients may be asked to provide third-party verification satisfactory to Ad Standards.

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.