

Ad Standards Scholarship

For advertising/marketing undergraduate students at Canadian post-secondary institutions

New as of 2020 Students can submit their completed applications directly to Ad Standards. In addition, the required application support documents have been updated.

Students who wish to apply should complete the Application Form on page two of this document, gather the support documents listed below, and send them all in one pdf file to scholarship@adstandards.ca before the application deadline, **February 28, 2021**.

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)
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About the Scholarship

Ad Standards offers **two \$1500.00 scholarships** annually to full-time post-secondary students 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 commitment to volunteerism, a record of academic excellence, and an 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.

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.

Ad Standards Scholarship Application Form

PART A

Name:

Home Mailing Address:

Phone No:

Email:

Institution:

Program:

Year:

Please include the following support documents with this application 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 and humanitarian qualities.

A letter of recommendation from a volunteer supervisor/associate.

PART B

Contact information for the volunteer supervisor/associate who is providing your letter of reference.

Name:

Tel:

Email:

Completed applications must be received by Ad Standards at scholarship@adstandards.ca no later than February 28, 2021.