



Advertising Standards Canada
Les normes canadiennes de la publicité

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THE ROBERT E. OLIVER AWARD

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

ASC 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 ASC's 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 ASC, 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 ASC 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 25, 2017 to Advertising Standards Canada



The Robert E. Oliver Award

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 college/faculty member (max. 250 words);
- Summary of recent community service/volunteer work in which you have been involved (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 college/faculty member who is providing your letter of reference.

College/faculty member's
 Name: _____
 Position: _____
 Institution: _____
 Tel: () _____ Email: _____

- **Completed applications must be received by Advertising Standards Canada, at the address listed above, no later than February 25, 2017.**