

AAA Best Conference Paper Award on Access and Opportunity in Advertising

Deadline: October 1, 2025

The American Academy of Advertising (AAA) Best Conference Paper Award on Access and Opportunity in Advertising honors outstanding research that advances understanding and action related to access, representation, and opportunity in advertising scholarship, education, and practice. This award seeks to spotlight excellence in work that identifies and addresses pathways to success and participation and proposes or analyzes inclusive solutions within the advertising field.

Eligibility and Scope

Nominations consist of AAA conference papers that explore challenges and solutions related to access and opportunity in advertising. Topics may include, but are not limited to factors contributing to success, access, and opportunities in advertising as well as lived experiences that impact participation and representation in advertising contexts.

Evaluation Criteria

Papers nominated for this award should demonstrate a meaningful contribution to advancing understanding of how advertising can enhance access, opportunities, and representation. Evaluation will consider:

- **Alignment with AAA's Mission and Vision** and the paper's potential to enhance access and opportunity in advertising scholarship and education
- **Methodological Rigor**, including theoretical or conceptual frameworks, empirical research, or reflective analysis
- **Clarity and Insight**, especially in recognizing and analyzing the nuances of challenges related to opportunity, access, and representation
- **Contribution to the Field**, including theoretical and practical implications that extend beyond description to provide insight and action
- **Overall Impact** of the paper's scholarship

Nomination Process

Authors may self-nominate for this award when submitting their paper to the AAA annual conference by selecting the appropriate option in the Confmaster submission platform.

The AAA Vice President may also nominate additional papers after the peer review process. Conference reviewers may suggest papers for consideration, and the Vice President will consider these suggestions alongside other nominations.

The AAA Vice President will collect all nominations and forward the selected papers to the AAA's Access and Opportunity Committee for review by December 15 each year.

The committee will review and recommend a finalist to the AAA Executive Committee by January 15. While intended as an annual award, the award may not be presented every year. It will be announced with other paper awards at the AAA annual conference.