

AAA 2027 Best Access and Opportunity Conference Paper

Submission Deadline: October 1, 2026

The American Academy of Advertising (AAA) Best Access and Opportunity Conference Paper 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, opportunity, 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, explaining, and analyzing the nuances of challenges related to opportunity, access, and representation
- **Contribution to the Advertising Field**, including theoretical and practical implications that extend beyond description to provide insight and action
- **Overall Impact** of the paper's scholarship

Nomination and Evaluation Process

- Authors may self-nominate for this award at the time they submit their paper to the annual AAA conference by checking the designated box in the Confmaster submission platform. **Submissions (<https://aaa.confmaster.net>) will be accepted beginning September 1, 2026, and must be received no later than 11:59 PM EDT, October 1, 2026.**
- Conference papers can be nominated **for only one award**: either the Best Access and Opportunity Conference Paper or the Best Purpose Advertising Conference

Paper. If your submitted paper fits both topics, select the award that is the best fit.

- The AAA Vice President may also nominate additional papers after the peer review process is complete. 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 accepted nominated papers and forward them to the AAA Access and Opportunity Committee for review by December 15 each calendar year.

- The Access and Opportunity Committee will review the submitted papers 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. The award will be announced with other paper awards at the AAA annual conference.