

AAA 2027 Best Purpose Advertising Conference
Paper Submission Deadline: October 1, 2026

The American Academy of Advertising (AAA) Best Purpose Advertising Conference Paper honors outstanding research that promotes strategic communication for purpose-driven goals.

What is Purpose?

Purpose-driven organizations are social enterprises for which social impact is their primary business objective. Although generating sales and offering services remain essential, practitioners in this field aim to use their platforms to improve people's lives. Purpose differs from Corporate Social Responsibility (CSR), as CSR entails efforts on behalf of an organization *beyond* its core business, whereas purpose is embedded in the organization's core functionality. Businesses may operate at different levels of purpose: Some are created as purpose organizations, while others may wish to pivot from traditional business models to purpose models. Each type of purpose-oriented business encounters unique communication challenges.

Purpose Advertising Research

Purpose advertising employs strategies and campaigns that highlight a company's dedication to social, ethical, or environmental causes, rather than merely promoting their products or services (e.g., brand activism). Purpose requires advertising and strategic communication practitioners to think beyond the traditional outcomes of sales, message exposure, and public opinion. The objective of this strategic communication is to align the brand with values that resonate with consumers, thereby fostering deeper connections and loyalty, and making a positive contribution to society.

Purpose advertising research focuses on understanding and evaluating the effectiveness of advertising campaigns that aim to align with a brand's broader social, environmental, or ethical goals. This approach goes beyond traditional measurements and encompasses considerations such as how well advertising resonates with consumers' values and contributes to the brand's mission.

Eligibility and Scope

Nominations consist of AAA conference papers focused on purpose advertising. Topics may include, but are not limited to, evaluations of the broader societal impact of purpose advertising (i.e., attitudinal, and behavioral changes, increased awareness of social issues), consumer perception of the brand's purpose, consumer responses to purpose advertising and effects (i.e., brand loyalty, brand authenticity, brand image, brand reputation), as well as effects on long-term brand equity and reputation. See for example Milfeld, T., & Haley, E. (2024).

Purpose Advertising and the Credibility Gap: How Consumers Respond to Established Versus Emergent Brand Activist Messaging. *Journal of Advertising Research*, 64(1), 59-79. *jubrum*
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Best Purpose Advertising Conference Paper

Evaluation Criteria

Papers nominated for this award should effectively address advertising issues related to the *purpose* that advances advertising scholarship, education, or professional practice. Evaluation will consider:

- **Alignment with AAA's Mission and Vision** and the paper's potential to advance purpose-focused advertising research 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 relevant purpose advertising issues
- **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 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 Research Committee for review by December 15th of each calendar year.
- The Research 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.