

ANNUAL REPORT 2016

## **AR TWG TEAM**

**Chair** Patricia Núñez Gómez, Complutense University in Madrid, Spain.

**Vice Chair** Guido Zurstiege (University of Tuebingen, Department of Media Studies, Tuebingen, Germany)

**Vice Chair** María-José Establés from Pompeu Fabra University. Barcelona, Spain.(1)

**Young Scholars** Nils Borchers, University of Leipzig.  
**Representative**

(1) Sarah Kohler was part of our team as vicechair till this year. In our business meeting we had elections and the new vicechair is María-José Establés.

The Advertising Research TWG used the Business Meeting at the 2016's ECC in Prague in order to consolidate its future tasks.

The TWG organized two panels at the ECC 2016 named:

**Current Issues of advertising research I**  
**Current Issues of advertising research II**

We had participants from different countries: Spain, Germany, Portugal, Austria, United Kingdom.

We received more than 20 proposals for both panels. The AR TWG participated with papers in different groups: Political communication section, Children and Media TWG, digital culture and communication, digital games research and Visual cultures.

This year due to our annual conference in 2015 we edited a monographic in **Prisma Social** in 2016, called Teens and Ads in English with 14 articles from different topics related to advertising.

[http://www.isdfundacion.org/publicaciones/revista/numeros/N\\_Especial%201/teens-and-ads.html](http://www.isdfundacion.org/publicaciones/revista/numeros/N_Especial%201/teens-and-ads.html)

This journal is classified in Scopus, proquest, emerging sources citation index and others.

Our annual meeting was held online on 22 December as a "**Researchers Fair**". We used an online meeting tool in order to bring together scholars, researchers and also students from different research areas within the field of advertising research.

With this year's meeting we offered a forum for all those who were looking for international working partners - whether for the purpose of joint teaching events, research projects or translation support for international research projects. Whoever would like to set up a

seminar or a lecture series on advertising research.

Whoever is working on a B.A.-Thesis, a M.A.-Thesis, a Doctoral Thesis or any other research project in the field of advertising research and needed any kind of help

We received several ideas from more than 15 participants and we prepared our strategy for next year.

The TWG with a network on Branded content led by Jonathan Hardy (University of East London); and London is going to host our next annual meeting in 2017. We have started to prepare it. Also we are going to participate in different research projects from different research groups and start to prepare a Cost Action. Different topics were discussed: transnational advertising, new formats in advertising, redefining advertising communication and mapping advertising research groups in Europe are some ideas to start working.

In this year we have created The Communication and Marketing Children and Young Chair in Complutense University with the participation of Children Brands. It is developing research about ads and children, editing books and several PhD lines about this topic.

We have a very dynamic team in Young Ecrea proposing some important research and working in different European projects.

Our new media strategy is improving in Facebook, Twitter and Wordpress. He have a blog of Teens Advertising Symposium but we are going to create a new one, in order to use another tool to be communicated with the TWG members and possible new members. At the moment, we have in our Twitter account (@TeensAds) 68 followers and in our in our Facebook page we have 88 followers ([www.facebook.com/advertisingresearchtwg](http://www.facebook.com/advertisingresearchtwg)).

In January 2017, the Advertising Research TWG had 143 active members.