

## ANNUAL REPORT 2017

### 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 Estables from Pompeu Fabra University. Barcelona, Spain.(1)

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

### Annual Meeting and Conference (19<sup>th</sup> January in London)

In our last meeting in December 2016, we had proposed different objectives to achieve during 2017. First of all, create the alliance with the Branded Content Research Network and make different research together, joining European scholars.

The Branded Content Research Network facilitates collaboration between academics and industry professionals to explore branded content practices and their media policy implications. Another goal is to facilitate **European-wide** and **international collaboration** and exchange.

We have worked together them the following Seminars:

- 1: Investigating Branded Content Practices (3 Nov 2016)
- 2: Academic-Industry research collaboration (Bournemouth University, 19 Jan 2017)
- 3: Policy, regulation and public understanding (April 2017)
- 4: Collaborative and comparative research (June 2017)
- 5: Closing conference (Nov 2017)

The webpage is [www.brandedcontentresearchnetwork.org](http://www.brandedcontentresearchnetwork.org)

Principal Investigator: Prof. Jonathan Hardy, UEL [j.hardy@uel.ac.uk](mailto:j.hardy@uel.ac.uk)

Co-Investigator: Prof Iain MacRury, Bournemouth University [imacrury@bournemouth.ac.uk](mailto:imacrury@bournemouth.ac.uk)

Project Partners: Branded Content Marketing Association; Writers' Guild of Great Britain; OpenDemocracy, (National Union of Journalists;CPBF; Media Reform Coalition).

UK Academic partners: Bangor; Bournemouth; Goldsmiths; Kings; London College of Fashion; LSE; Open University; Oxford Brookes; Royal

Holloway; UEA, Univ. of Nottingham, Univ. of Westminster

### Contents on the Seminars:

### **Policy, regulation and public understanding (April 2017)**

It was an internal Seminar in East London University

### **Comparative and Collaborative Research into Branded Content (15th June 2017)**

This one-day seminar showcased international research into branded content and discussed the development of collaborative research agendas and approaches. The seminar addressed the study of branded content, content marketing, native advertising and associated forms of integration of media and marketing communications. Bringing together international researchers, the event will include talks on branded content in Chile, Malaysia, Qatar, Japan, Spain, Netherlands, Czech Republic, UK and elsewhere from a mixture of PhD, early career and senior academics from more than fourteen Universities.

### **Closing Conference (7-8 November 2017)**

The seminar in June was part of a programme of events culminating in our Branded Content Research Network conference on 7-8 November at the University of East London. The conference included meetings and events on the afternoon and evening of 7 November and a one-day conference on 8 November. Keynote speakers at the conference included Dr Anne Cronin, Lancaster University, whose books include *Advertising, Commercial Spaces and the Urban*, and *Advertising Myths*; Dr Mara Einstein, professor of media studies at Queens College, City University of New York, author of *Black Ops Advertising*; Professor Joseph Turow, Annenberg School for Communication, University of Pennsylvania, author of *The Daily You*, *Breaking Up America*, and *The Aisles Have Eyes*

For the conference, we organized a series of themed panel sessions, featuring papers selected in a peer review selection process, which contributed to the following themes.

- Investigating branded content practices and practitioners
- Mapping the media-marketing ecology of actors, automation and processes across marketers, agencies and communications
- Regulating branded content, native advertising and editorial/advertising integration
- Media-marketing convergence and higher education: teaching, learning and institutional arrangements
- Building capacity for research and collaboration

The Network aims to investigate the changing relationships between media and marketing and to promote research, collaboration and dialogue across a very wide range of interests and perspectives. It is particularly interested in exploring media-marketing research at the intersection of the humanities and social sciences. Branded content is both an economic and a cultural phenomenon that requires cross-disciplinary resources and new approaches in analysis. Assessing the impact and policy implications of these practices requires a better understanding of the cultural forms, working arrangements and practices that are developing amongst producers and users and the attitudes of various practitioners, publics and stakeholders. Studying these phenomena requires political economic, legal and policy analysis as well as historical, cultural and social enquiry.

Prof Jonathan Hardy is also the editor of a Routledge Book Series called **Critical Advertising Studies**. Both ARTWG and VC Network are collaborating in publishing.

***Critical Advertising Studies*** features the work of prominent, authoritative scholars as well as emerging researchers in the field of Media and Marketing Communications. The series editor is involved in key international associations and networks and is Principal Investigator for the Branded Content Research Network and co-editor for *The Advertising Handbook* (Routledge, forthcoming). Scholars in the network will be approached as authors and advisors including Prof. Joseph Turow, Prof. Matthew McAllister, Prof. Chris Hackley, Dr Anne Cronin, Dr Liz Moor, Dr Anthony McStay, Prof. Patricia Núñez Gómez, Prof. José Fernández Cavia, Prof. Guido Zurstiege among others. The ***Critical Advertising Studies*** book series forms part of the Routledge, FOCUS programme of short form publications and is based in the Humanities and Social Sciences section of the publisher's portfolio.

For the last months, researchers have started some projects together as Native Advertising between different European countries. Also started some projects about minors and Youtube.

### **Social media presence of the TWG**

Regarding to our social media presence, our new media strategy is improving in Facebook, Twitter and Wordpress. He have created a new website for our Temporary Working Work: <https://advertisingresearchcrea.wordpress.com/> . In this website, we have published different information about the research that is being done by our members, information about congresses and symposiums or new publications. At the moment, we have in our Twitter account (@TeensAds) 84 followers and in our in our Facebook page we have 101 followers ([www.facebook.com/advertisingresearchtwg](http://www.facebook.com/advertisingresearchtwg) ). We also have launched a listserv ([adverts@listserv.rediris.es](mailto:adverts@listserv.rediris.es)) in which we have 19 subsciptors.