

## ANNUAL REPORT 2018

### OUTGOING AR TWG TEAM (JANUARY – OCTOBER 2018)

**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.

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

### NEW AR TWG TEAM (OCTOBER 2018 - )

**Chair:** Lluís Mas Manchón, Pompeu Fabra University, Barcelona, Spain.

**Vice chair:** Gloria Dagnino, Università della Svizzera Italiana, Switzerland.

**Vice chair:** Sandra Arrivé, IPAG Business School Paris, France.

**Young Scholars Representative:** Sara Vinyals, Pompeu Fabra University, Barcelona, Spain.

## Conferences and events:

- **Panel on branded content practices and new team election ECC : (Lugano, Nov.2018)**  
Along this year, we have celebrated our TWG business meeting and presented a specific panel during the 7th European Communication Conference (ECC) "Centres and Peripheries: Communication, Research, Translation" in Lugano. The panel was called "Branded content practices and research: from peripheries to centres" and it had the participation of scholars from Spain, United Kingdom, Germany and Switzerland. During the business meeting, a new TWG was elected. The new chair is Lluís Mas, the vice-chairs are Gloria Dagnino and Sandra Arrivé and the young scholar representative is Sara Vinyals. Also, during the ECC, TWG members presented several papers in the section Digital Culture and Communication and the TWG Children, Youth and Media.
- **Pre-conference on branded content and future of advertising (Barcelona, Oct.2018)**  
The TWG has celebrated a pre-conference in Barcelona called "The Branded content and the future of advertising" held on Pompeu Fabra University on 5<sup>th</sup> October. The keynote speaker was professor Jonathan Hardy (University East London, UK) and also it was a papers session about cutting-edge topics in advertising research with 5 panellists from the host institution: Dr. Blanca Fullana (brand equity), Dr. Carlos Scolari (transmedia semiotics and brands), Dr. Sara Vinyals (brand personality and place branding), Dr.

Frederic Guerrero (social networks and political brands) and Dr. Eva Pujadas (political marketing).

During this event, the TWG members were working along Branded Content Research Network (BCRN) members on the preparation of international research projects and publications. Specifically, as key members have collaborated in events on investigating branded content practices (November 3rd, 2016), academic-industry research collaboration (Bournemouth University, January 19th, 2017), policy, regulation and public understanding (April, 2017), collaborative and comparative research (June, 2017) and a closing conference (November, 2017). This fruitful collaboration has made the Branded Content Network ([www.brandedcontentresearchnetwork.org](http://www.brandedcontentresearchnetwork.org)) a strategic partner of the TWG. In fact, along the past two years, the TWG Advertising Research and the BCRN have working together by creating a very strong and lasting alliance. In this sense, researchers have started some projects together as Native Advertising such as minors and Youtube in different European countries started some projects

- **Ongoing collaboration between TWG & TMKF Advertising and Communication**

Along this year, the collaboration between the TWG and the Chair TMKF Advertising and Communication focused on children held by the Complutense University of Madrid has been continued. This Chair fills an educational void for the students and professionals from the public institutional spheres as well as from the business world who demand specific training in the fields of childhood and adolescence consumption, trends, citizenship, creativity, digital and others. In 2018, it has been different networking meetings with researchers of Madrid and Barcelona with companies specialized on children and adolescents' products or services. These events were celebrated on 14<sup>th</sup> February (Madrid); 18<sup>th</sup> April (Madrid); 16<sup>th</sup> May (Barcelona); 27<sup>th</sup> June (Madrid) and 21<sup>st</sup> November (Barcelona).

Also, the Chair TMKF with the collaboration of the TWG has held the European Family, Youth and Kids Marketing Summit on 4<sup>th</sup> October at Complutense University of Madrid. It was the first event dedicated on exclusive in Europe about Communication and Marketing for children and families. There were where several conferences, roundtables, case studies, and networking between scholars and marketing professionals.

Finally, the ex-chair of TWG, Patricia Núñez-Gómez, has been the keynote speaker of the Creatives' Club at the Institución Libre de Enseñanza (Madrid) on 24<sup>th</sup> October. She has talked about the situation of Advertising Studies in Europe.

## **Publications, reports, courses and agreements**

Different members have published several articles and book chapters related with the aim of the Advertising Research TWG. In addition, some of them have research projects within this area. In particular, there have been some research projects in collaboration with the Chair TMKF Advertising and Communication: research on brand and kids, workshops in schools about advertising literacy and courses of marketing for kids and adolescents. A guide of good practices for marketing agencies was also published (Book: *Niños y Publicidad de derechos y obligaciones para anunciantes y publicistas*).

Finally, the TWG and the Chair TMKF have signed three collaboration agreements with Colombian Universities: Universidad Politécnico Gran Colombiano of Bogotá; Universidad Tadeo of Bogotá and Pontificia Bolivariana of Medellín.

## **TWG membership**

At the general assembly in Lugano (November 2018), the ECREA board showed a figure of 105 TWG members. The final figure of members for 2018 is 128 members. Although it has slightly decreased in the last year (maybe due to the fact that in having a general ECREA conference like in 2018 may spread interests over different sections and not focus on advertising research uniquely), data available in the TWG yearly reports show a clear progress since the creation of the group (45, 70, 82, 114 members...). Remarkably, the group has risen great interest in the last months of the year, after the general conference. During the general conference, 19 ECREA members attended to the panel organized by the Advertising Research TWG (Lugano, 2018).

## **TWG strategic contacts**

One of the strategic objectives of the new management team is to strengthen a common identity among advertising researchers based in various European universities and institutions, by facilitating collaborations between the Advertising Research section and other research groups and industry associations. To these regards, planning for future joint initiatives are underway between chair Lluís Mas and Martin Eisend, professor of Marketing at the Europa-University Viadrina (Germany) and President of the European Advertising Academy. Moreover, chair Lluís Mas coordinates the research group Communication, Advertising & Society (based at Universitat Pompeu Fabra), and vice-chair Gloria Dagnino is member of the Branded Content Research Network (based at University of East London). Both these organizations have international members and established partnerships with important industry bodies, such as, respectively, the Chair collaborate with the agency The Modern Kids and Family (Madrid, Spain), part of a European network of marketing and communication with children and family; and the Branded Content Marketing Association, which may be involved in the activities of the new section.

## **TWG online communication strategy:**

Regarding to our social media presence, our online media strategy is improving in Facebook, Twitter and Wordpress. We are posting different information about the research that is being done by our members, news about conferences and symposiums or new publications. This information is both publishing in our social media accounts and our website: <https://advertisingresearchcrea.wordpress.com/>. At the moment, we have in our Twitter account (@TeensAds) 89 followers and in our in our Facebook page we have 109 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 27 subscribers.