

ANNUAL REPORT

Chair	Patricia Nunez Gomez (University of Madrid, Spain)
Vice Chair	Sarah Kohler (University of Muenster, Germany)
Vice Chair	Guido Zurstiege (University of Tuebingen - Department of Media Studies, Tuebingen, Germany)

I. Members

In its fifth year, the Advertising Research Temporary Working Group gained a size of 114 members. We welcome this increase since it proves the relevance of our group.

II. Development

We have successfully developed a few changes. First of all, we introduced a new developed facebook page to our members. www.facebook.com/advertisingresearchtwg

It has already 78 followers which is a huge success to reach new participants for our group especially those who are not (yet) member of ECREA.

III. Activities in 2015

Our annual conference took part from November, 5th – 6th, in Madrid, Spain.

The public call was successful: We received 50 abstracts, and 10 of them were presented as proposals for two specific panels. The panels themes ranged from advertising effect research, digital media and advertising, advertising and interpersonal communications to advertising literacy.

We invited high quality key note speakers as Dr. Pilar Lacasa (University of Alcalá, Spain), Dr. Esther Rozendaal (Radboud University, The Netherlands), Dr. Eva van Reijmersdal (University of Amsterdam, The Netherlands), Dr. María Esther del Moral (University of Oviedo, Spain) and Ms. Rebeca Sáez (Ómnicom Media Group Madrid, Spain).

Further we could provide twitter as well as a live stream of the conference on YouTube. Both turned out to be very useful at the conference. Over 30 participants took part at the conference who could also benefit from the new services. All in all it was very successful. As a result we were able to publish the best papers in a special book edition collaborated with Routledge Publisher.

IV. Challenges and upcoming events in 2016

Continuing tasks in 2016 concerned the extension of the TWG's website <https://teensandads.wordpress.com/>, the European Communication Conference in Prague itself, and an upcoming event which will be held before the ECC in Prague. Further, the management team asserts the necessity of an active member acquisition. We appeal to all members to engage in soliciting members, as well as they request for active support in the section's activities, e.g. on facebook or at the conferences.

As a TWG we are in a special situation concerning panels at the ECC 2016 as the ECREA statutes just permit a single panel at ECC's. The panel at next year's ECC in Prague is planned to represent versatile aspects in advertising research. The thematic scope which was discussed in the business meeting at the annual conference in Madrid ranged from the issue of digitization through to the topic of media literacy. This thematic scope in mind the management team was commissioned to propose speakers for the ECC Panel.

Currently, the management team discuss to either organize a pre-conference at the ECC in Prague 2016 or a workshop addressing current state of the art topics, e.g. advertising literacy. The decision will be clear in a few weeks which will also include the Call for Paper.