

ANNUAL REPORT

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In its second year, the Advertising Research Temporary Working Group gained a size of 70 members. This growth partly resulted from the successful initial TWG symposium, held in Tuebingen, 14th-15th of June 2012. More than 50 proposals were submitted, which allowed for 7 panels. The panels themes ranged from advertising effect research, digital media and advertising, advertising and interpersonal communications to advertising and semiotics.



At the ECC in Istanbul the TWG had a high quality panel that received positive awareness. The presentations are accessible for members at the TWG's homepage:

<http://www.advertising-research.org/members/presentations/>

Reflecting on this years ECC's attendees opinions about the submission process for TWG's, the critique was expressed that submitters had not been aware that they were not allowed to

assign their proposals to our TWG. In order to avoid such irritations in the future the Management Team (MT) will find a solution that suits the TWG members' interests. The MT was mandated at the October business meeting to explore the options for a pre-conference prior to 2014's ECC in Portugal.

Continuing tasks in 2012 concerned the extension of the TWG's website:

<http://www.advertising-research.org/>

Strategically, the Management Team will continue to join forces with other disciplines and associations related to advertising research in order to recruit further ECREA TWG-members.

The next opportunity to convene will be given at the second TWG symposium that will be hosted at the University Pompeu Fabra in Barcelona from the 4th-5th of July 2013.

A call for papers will be issued in December.