

ANNUAL REPORT

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In its third year, the Advertising Research Temporary Working Group gained a size of 82 members. With our local co-organizer Eva Pujadas Capdevila, we organized our second TWG symposium, held in Barcelona at Pompeu Fabra University, 4th-5th of July 2013. We received 47 proposals and accepted 31 papers for presentation. The panels themes ranged from augmented reality, advertising effect research, advertising theory to advertising and semiotics.

At the Barcelona conference we initially had a young scholars discussion panel, addressing the future of advertising research within communication and media research departments. The debate was evaluated as necessary in regard of carrier opportunities, ensuing support for doctoral students will be a main challenge for the TWG.

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. Thus, we are organizing a conjoint workshop for doctoral students in July 2014 in Tübingen. The workshop addresses Public Service Announcements in Health Communication. Co-organizer is the Health Communication Adhoc-Group of DGPuK.

For the 2014th ECC in Lisbon, we issued a panel-call, focussing on advertising ethics.