

ANNUAL REPORT

**OUTGOING TEAM**

**Chair**   Guido Zurstiege

(University of Tuebingen, Department of Media Studies, Tuebingen, Germany)

**Vice Chair** Tino Meitz (University of Tuebingen - Department of Media Studies, Tuebingen, Germany)

**Vice Chair** Ivana Modena (Sustainability Management School, Gland (VD), Switzerland)

**Young Scholars** Nils Borchers, University of Mannheim

**Representative**

**INCOMING TEAM**

**Chair**  Patricia Núñez Gómez,

Universidad Complutense de Madrid

**Vice Chair** Sarah Kohler,

University of Muenster

**Vice Chair** Guido Zurstiege

(University of Tuebingen, Department of Media Studies, Tuebingen, Germany)

**Young Scholars** Nils Borchers, University of Mannheim

**Representative**

### The Advertising Research TWG used the Business Meeting at the 2014’s ECC in Lisbon in order to consolidate its future tasks, and is delighted to announce a change in the management team’s structure that fits the necessary developments in regard of a stronger European network.

#### The TWG organized a panel at the ECC 2014 named “Advertising Research: Advertising Ethics in a Digital Media World“.

In July 2014, conjointly, with the German Communication Research Association’s TWG on Health Communication, we organized a PhD-workshop on health campaigning in Tuebingen(http://www.uni-tuebingen.de/de/27348).

The next opportunity to convene will be given at the fourth TWG symposium that will be hosted at the Universidad Complutense de Madrid.