

## Preface

It is with distinct pleasure that we present to you *Advances in Advertising Research, Volume V – Extending the Boundaries of Advertising*, published by the European Advertising Academy (EAA). This volume consists of a selection of the best and most interesting research papers presented at the 12th International Conference on Research in Advertising (ICORIA), in their revised and extended versions. The conference was held at the Zagreb School of Economics and Management, in Zagreb, Croatia, at the end of June, 2013.

Technological and consumer trend changes are so swift these days that the notion of what can be labeled as new vs. traditional advertising media is experiencing a fundamental shift. Online advertising and social media are already on their way toward being considered traditional, with interactive advertising, as well as mobile advertising and applications taking over the position of new and cutting-edge. However, we should also not summarily dismiss the more traditional types of advertising and new trends in their usage and effectiveness from further research and discussion. With this in mind, researchers from around the world have contributed their papers to this volume, covering a wide range of topics intended to provide insights into both the traditional, the new, and the “new” new advertising outlets.

The book is divided into six main sections. Part I of the anthology explores advertising appeals and processing issues; Part II focuses on topics related to online and mobile advertising media; Part III provides fresh insights into the use of television as an advertising medium, as well as product placement; Part IV addresses issues related to culture, gender, and age (more precisely, advertising aimed at children) in advertising; Part V examines and discusses branding challenges; and Part VI is devoted to various topics in the field of integrated marketing communications.

We want to thank all the authors who accepted our invitation to revise and extend their conference papers, presented at the 12th ICORIA, and contribute their work to make this book possible. Additionally, we would like to extend a special thank you to Emanuel Pekić (AE), who skilfully handled the formatting of the book. Our gratitude also goes to the colleagues from the ZSEM Business Academy and the team of student volunteers, without whose help in the organization process the Zagreb conference would not have been as successful as it was.

It is our hope that academics, practitioners, and students interested in the field of advertising will find this volume useful to their work and enjoy reading the papers presented in it.

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