

Santos, S., Santo, P. E., Ferreira, S. (2021). Brands Should Be Distinct! The Contribution of Ad's Narrative and Joy to Distinctiveness. In N. Martins, D. Brandão, F. Silva (Eds.), *Perspectives on Design and Digital Communication II*. Springer Series in Design and Innovation (Vol. 14, pp 319-332). Springer, Cham. DOI: [https://doi.org/10.1007/978-3-030-75867-7\\_21](https://doi.org/10.1007/978-3-030-75867-7_21)