



Santos, S., Santo, P. E., Ferreira, S. (2023).

Video Ad Informativeness and Narrative Structure and Transportation as Antecedents of Brand Choice: A Portuguese Brand Case Study.

In N. Martins, D. Brandão (eds.), *Advances in Design and Digital Communication III. DIGICOM 2022. Springer Series in Design and Innovation* (vol. 27).

Springer, Cham.

DOI: https://doi.org/10.1007/978-3-031-20364-0_47