

Santos, S., Santo, P. E., Ferreira, S. (2021). Brands Should Be Distinct! The Contribution of Ad's Narrative and Joy to Distinctiveness. In Perspectives on Design and Digital Communication II (pp. 319-332). Springer International Publishing, 2021. DOI: [10.1007/978-3-030-75867-7\\_21](https://doi.org/10.1007/978-3-030-75867-7_21)