

Santos, S., Santo, P.E., Ferreira, S. (2024). Brand Engagement and Creative Digital Advertising: A Case Study of Galo Portuguese Brand. In Martins, N., Brandão, D., Fernandes-Marcos, A. (Eds.), Perspectives on Design and Digital Communication IV. Springer Series in Design and Innovation (Vol. 33, pp. 207-219). Springer, Cham. ISBN: 978-3-031-41770-2. https://doi.org/10.1007/978-3-031-41770-2_12