



Warc User Guide

This version of the Warc User Guide is designed for university users.

It excludes sections on Personalisation and the Warc Toolbar because these functions require users to have individual log-in details. For further information, and the full guide for business users, see the [User Guide page](#) within the Help section of warc.com.

In this User Guide



1. [Search](#): A guide to all the search tools on warc.com including: keyword searching and refining results, Advanced Search, Case Finder (for filtering case studies) and Campaign Videos (for searching video content).
2. [Site Navigation](#): Covers the key content areas that can be accessed from every page via the horizontal navigation bar: Case Studies, Topics, Trends, News, Data, Event Reports and Your Warc.
3. [Data](#): Explains how to access Warc's advertising expenditure data from 88 global markets and adspend forecasts for 12 key countries, as well as comparative global media costs and media usage information.

1. Search

In this section:

- ✓ [Word Search](#)
- ✓ [Advanced Search](#)
- ✓ [Case Finder](#)
- ✓ [Campaign Videos](#)



Or take a look at:

- [Site Navigation](#)
- [Data](#)

Search > Word Search



- **Word searches:** Word search warc.com by typing your query in the search box in the top-right corner of the screen.
- **Phrase searches:** Use double quotes (e.g. “brand ambassador”) to confine your search to exact phrase matches.
- **Boolean searching:** Build more complex search queries using so-called “Boolean” terms such as AND, OR and NOT (which must always be typed in CAPITAL LETTERS), for example:
 - *Smartphones NOT iPhones* (this will search for content which mentions smartphones but exclude anything mentioning iPhones).
- **Refining results:** Refine your results by date, sector, brand, country and source using the refinement tools on the search results page (see next page).
- **More information:** See the [Search Tips](#) page in the [Help section](#) of warc.com for more details.

Search > Word Search



A screenshot of the Warc search interface. The top navigation bar includes links for CASE STUDIES, TOPICS, TRENDS, NEWS, DATA, EVENTS, and YOUR WARC. A search bar contains the term 'storytelling' with a 'GO' button. Below the search bar, a row of tabs filters results by type: All (875), Recommended (122), Case Studies (349), Articles (326), Research Papers (159), and News (41). On the left, a sidebar titled 'REFINE YOUR RESULTS BY:' contains three sections: 'Date range' with a slider set from 1993 to 2014, 'Search Within' with a text input and 'go' button, and 'Industry Sector' with a list of categories like Food (91), Drink and beverage (82), etc. The main results area shows 'Results: 1-25 of 875 for storytelling' and a 'Sort by: Relevance' dropdown. It lists four search results, each with a title, author, date, and a brief description. A 'SUGGESTIONS' section on the right offers related terms like 'brand strategy' and 'challenger brands'. At the bottom right, there's a 'Warc's research team at your service' banner with a 'Learn More' button and the 'warcplus' logo.

There are several ways to filter and refine search results:

- Use the refinement tools on the left to narrow results (e.g. by date or industry sector)
- Use the tabs along the top to filter by content type (e.g. case studies, articles)
- Use the 'Sort by' tool to order results by relevance or date

Search > Advanced Search



Warc
FAQs
Search Tips
Warc Plus

Advanced Search

Fields are OPTIONAL: use as few or as many as you like.

Find results with: this exact phrase ☒ (or add more options below)

+
all these words ☒

+
any of these words ☒

+
none of these words ☒

Did you know?
> You can also enter Boolean terms like AND, OR, NOT and NEAR into our standard search.
> Our [Search Tips](#) page has more information about searching warc.com.

Search across:
☒ All fields ☐ These fields ☒

☒ Title
☒ Summary
☒ Full Text
☒ Author Name

Date range: January 1990 to July 2014

Select sources:
☒ Articles
☐ Admap
☐ Agency Magazine
☐ American Marketing Association

The [Advanced Search](#) offers a range of additional search options, including:

- Use of various keyword criteria (e.g. exact phase, all words, any words)
- Confining searches to specific fields like title, summary or author
- Limiting searches by specific date ranges
- Searching selected content sources

Search > Case Finder



A screenshot of the WARC Case Finder web application. The interface has a top navigation bar with links for CASE STUDIES, TOPICS, TRENDS, NEWS, DATA, EVENTS, and YOUR WARC. Below this is a search bar with a magnifying glass icon and a 'GO' button. A breadcrumb trail shows 'Home > Case Finder'. On the left, there's a sidebar with sections: 'Case Finder' (highlighted), 'Recommended Cases' (with links for Channels, Industries, Objectives), 'Campaign Videos' (with link for Campaign Videos), and 'Awards' (with links for Latest Awards, Warc Prizes, Effectiveness Index). The main content area is titled 'Case Finder' and includes a descriptive paragraph: 'Use the Case Finder to pinpoint the ideas and evidence you need from thousands of award-winning effectiveness case studies.' Below this is a list of filter categories, each with a dropdown arrow: 'Countries & Regions:', 'Industry Sectors:', 'Campaign Objectives:', 'Creative Approach:', 'Media & Channels:', 'Target Audience:', 'Budget:', 'Campaign Duration:', and 'Reported Metrics:'. A callout box titled 'Building your search' says 'Open any of the panels and select your search criteria'.

Case Finder, found in the Case Studies menu, is a great tool for searching case studies by specific criteria.


Build your search by selecting from a range of refinements including:

- Industry sector
- Campaign objective
- Media & channels
- Countries & regions
- Target audience

There's an example on the next page...

Search > Case Finder





CASE STUDIES | TOPICS | TRENDS | NEWS | DATA | EVENTS | YOUR WARC

GO

[Advanced Search](#) | [Home: Global](#) | [Americas](#) | [Asia](#) | [Log Out](#)

[Home](#) > Case Finder

Case Finder

Case Finder

Recommended Cases

Channels

Industries

Objectives

Campaign Videos

Campaign Videos

Awards

Latest Awards

Warc Prizes

Effectiveness Index

Case Finder

Use the Case Finder to pinpoint the ideas and evidence you need from thousands of award-winning effectiveness case studies.

Countries & Regions:

☐ Asia

☐ Australia & New Zealand

☐ Central & South America

☐ Europe (excl. UK)

☐ Global

☐ Middle East & Africa

☒ North America

☐ United Kingdom

Industry Sectors:

Campaign Objectives:

Creative Approach:

Media & Channels:

Target Audience:

Cases found **2687** results

Countries & Regions:

North America

Industry Sectors:

None selected

Creative Approach:

None selected

Campaign Objectives:

None selected

Media & Channels (Lead):

None selected

Media & Channels (Mix):

None selected

Target Audience:

None selected

Budget:

None selected

In this example, the search is for financial services case studies from North America.

Start by opening the Countries & Regions section and selecting “North America”.

You can then build by a number of selection criteria, including Industry Sector...

Search > Case Finder



A screenshot of the WARC Case Finder web application. The interface has a top navigation bar with links for CASE STUDIES, TOPICS, TRENDS, NEWS, DATA, EVENTS, and YOUR WARC. Below this is a search bar with a 'GO' button and a link to 'Advanced Search'. A breadcrumb trail shows 'Home > Case Finder'. On the left, there's a sidebar with sections: 'Case Finder' (highlighted), 'Recommended Cases' (with links to Channels, Industries, Objectives), 'Campaign Videos' (with a link to Campaign Videos), and 'Awards' (with links to Latest Awards, Warc Prizes, Effectiveness Index). The main content area is titled 'Case Finder' and includes a descriptive paragraph. Below this are two filter sections: 'Countries & Regions' (with a dropdown arrow) and 'Industry Sectors' (with an expand/collapse arrow). The 'Industry Sectors' section is expanded, showing a tree view where 'Financial services' is selected, and its sub-items are also selected: 'Select all financial services', 'Banks, credit cards, loans', 'Building societies', 'Financial services (general)', 'Insurance', and 'Investment'. On the right, a summary panel shows 'Cases found 164 results'. Below this, it lists the selected filters: 'Countries & Regions: North America', 'Industry Sectors: Banks, credit cards, loans, Building societies, Financial services (general), Insurance, Investment', 'Creative Approach: None selected', 'Campaign Objectives: None selected', 'Media & Channels (Lead): None selected', and 'Media & Channels (Mix):'.

You can then open the Industry Sectors option and select “All financial services”.

As the search is built, the selection criteria are summarised.

At the same time, the number of case studies matching the search criteria is displayed.

Search > Campaign Videos



Case Finder

Case Finder

Recommended Cases

Channels

Industries

Objectives

Campaign Videos

Campaign Videos

Awards

Latest Awards

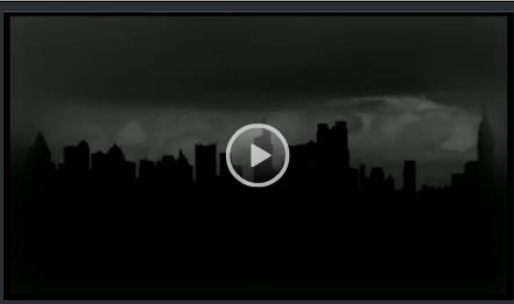
Warc Prizes

Effectiveness Index

Campaign Videos

Search award-winning campaign videos and effective advertising creative. Read the advertising effectiveness case studies behind the videos and save them to your personal Playlist using the buttons below the player.

Please note: videos cannot be downloaded and saved to your computer.



Campaign video: Pantene weather program
Brand: Pantene
Brand Owner: Procter & Gamble
Agency: Leo Burnett/Arc Worldwide

Show Case StudyAdd to Playlist

Brand: Pantene

Brand Owner: Procter & Gamble


Agency: Leo Burnett/Arc Worldwide

Related videos from the same:


Brand

Brand Owner


Agency




Campaign Video: Secret Mean Stinks - Biggest Assembly. Ever



Ad: Kolestion Wella: Kolestion, transformation from within



TV Ad: Procter & Gamble - Moms Behind Athletes



TV Ad: Luvs - Woman Breastfeeding

The [Campaign Videos](#) page (also in the Case studies menu) features the video content on warc.com (including TV commercials and video cases).

Videos can be word-searched. They are also tagged by Brand, Brand Owner and Agency – exploring these tabs on the right brings up related videos.

The Show Case Study button below the player will open the full case study in which the video features.

2. Site Navigation

In this section:

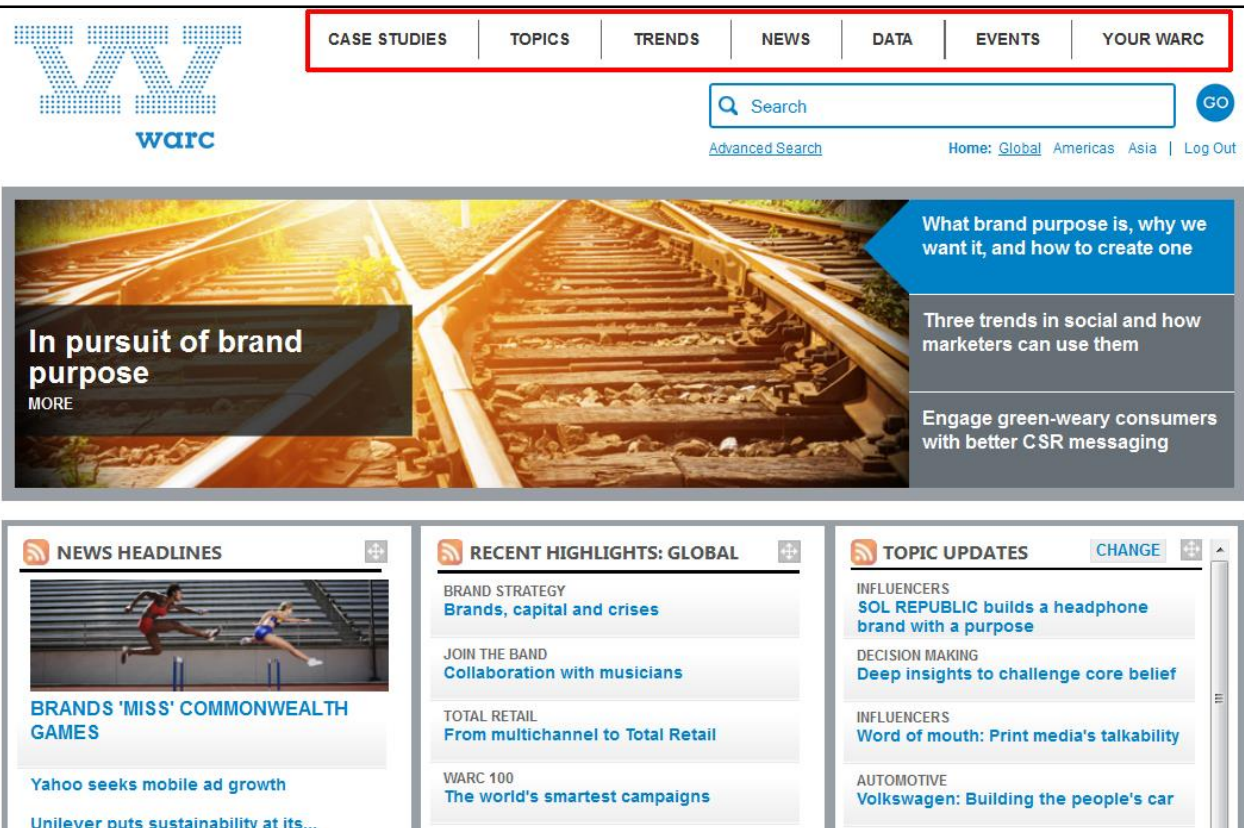
- ✓ [Navigation Bar](#)
- ✓ [Case Studies](#)
- ✓ [Topics](#)
- ✓ [Trends](#)
- ✓ [News](#)



Or take a look at:

- [Search](#)
- [Data](#)

Site Navigation > Navigation Bar



The horizontal navigation bar is the route into all of the various content areas of warc.com, including:

- Case Studies
- Topics
- Trends
- News
- Event Reports
- Your Warc

Note: [Data](#) is covered separately in Section 3.

Site Navigation > Case Studies



The **Case Studies** menu offers:

- [Case Finder](#): Search for case studies by industry sector, target audience, media used and more (for further details, see the section on [Search](#)).
- [Recommended Cases](#): Learn how leading brands in different industries achieve key campaign objectives, via a selection of summarised case studies.
- [Campaign Videos](#): Search and browse the video content that accompanies many of our individual case studies (for further details, see the section on [Search](#)).
- [Latest Awards](#): The most recent award-winning case studies from leading effectiveness competitions around the world.
- [Warc Prizes](#): Features our own annual case study competitions including the Warc Prize for Innovation, Warc Prize for Social Strategy, Warc Prize for Asian Strategy and the Admap Prize.
- [Warc 100](#): A ranking of the world's best marketing campaigns based on their performance in effectiveness and strategy competitions.

Site Navigation > Topics



SE STUDIES	TOPICS	TRENDS	NEWS
	Topic Pages The latest on 80+ key topics Consumers Geographies Marketing Media & Channels Alcoholic Drinks Apparel & Accessories Automotive Financial Services Food Government & Non-profit Household & Domestic Luxury Media & Entertainment Pharmaceutical & Health Retail Soft Drinks Telecoms Tobacco Toiletries & Cosmetics Travel & Tourism Utilities	Guides Marketing advice and assistance Company Profiles In-depth analysis of 200 global brand owners Best Practice Key Warc papers on marketing best practice Warc Briefings Quick one-stop overviews of major marketing themes Warc Index Browse all Warc papers and case studies by subject Communications Consumers Industry Sectors Market Research Marketing Media	

Topics provides short cuts to [Topic Pages](#), our best and latest content on specific industries and topics organised into five broad categories:

- Consumers
- Geographies
- Marketing
- Media & Channels
- Industries

Here you can also access Guides including [Company Profiles](#), [Best Practice](#) and [Warc Briefings](#)

[The Warc Index](#) also offers browsing of all content by subject.

Site Navigation > Topics



Topics

Topic Pages

Guides

Warc Index

Topic Pages

Warc Topic Pages provide easy short cuts to our best and latest articles, research papers and case studies on a specific marketing topic or theme. The Topic Pages are organized into five broad categories:

- [Consumers](#)
- [Geographies](#)
- [Industries](#)
- [Marketing](#)
- [Media & Channels](#)

TOPIC UPDATES

Visit the [Your Topics page](#) to receive weekly email updates when new content is added to your favourite Topic Pages.

Consumers

Information on targeting and reaching individual consumer segments

[Decision Making](#)

[Influencers](#)

[Marketing to Men](#)

[Marketing to Seniors](#)

[Marketing to Women](#)

[Marketing to Youth](#)

[Multicultural Marketing](#)

[Recession & Recovery](#)

Geographies

Up-to-date content on fast-growth advertising markets and regions

[Australia](#)

[Brazil](#)

[Canada](#)

[China](#)

[France](#)

[Germany](#)

[India](#)

[Italy](#)

[Latin America](#)

[Middle East & Africa](#)

[Russia](#)

[South East Asia](#)

[UK](#)

[USA](#)

Selecting [Topics Pages](#) takes you to a shortcut containing the latest insight and information on all 80+ key topics based around the five themes of:

- Consumers
- Geographies
- Industries
- Marketing
- Media & Channels

As an example, selecting Marketing to Men takes you to the following page...


Site Navigation > Topics > Topic Pages



Home > Topic Pages > Marketing to Men

Marketing to Men

All about the male mindset



RECENT ARRIVALS

[GET UPDATES ON THIS TOPIC](#) [SEE MORE ON THIS TOPIC](#)

CASE STUDY
Budweiser Red Lights
Cannes Creative Lions, Creative Effectiveness Lions, 2014

This case study describes a campaign in Canada by beer brand Budweiser, which created hockey 'red lights' to increase its association with the sport and sales.

CASE STUDY
AXE: Young & Mature
Cannes Creative Lions, Shortlisted, Creative Effectiveness Lions, 2014

This case study describes how AXE, the male grooming brand, launched a Limited Edition variant in Latin America to outperform the deodorant category.

CASE STUDY
Gillette: Shave or Crave
Cannes Creative Lions, Creative Effectiveness Lions, 2014

This case study describes the launch of the Gillette Fusion Gamer, the latest iteration of the shaving brand's long-term campaign to encourage Indian men to shave more frequently.


CASE STUDY
Budweiser Red Lights: Goals across Canada
Effie Worldwide, Silver, North America Effies 2014

WARC RECOMMENDS

BEST PRACTICE
How to market to men
Practical tips, examples and recommended reading

WARC BRIEFING
Marketing to men
Theories and trends in successfully targeting men

CASE STUDY
Axe Excite: Returning To Universal Truths
The male-targeted Cannes Lions 2012 Grand Prix winner



[Consumer Topic Pages](#) like this showcase the most recent and relevant content about the topic.

This includes:

- Case studies
- Best practice
- Company profiles
- Research papers
- Related news

There are 8 consumer topics available to explore, and many more topics along other themes.

Site Navigation > Trends



Trends
Latest Trends
Consumers
Geographies
Industries
Marketing
Media & Tech
List All

Latest Trends

The **Trends** section brings together Warc trend analysis with material from trusted providers such as Euromonitor and The Futures Company to offer insights into trends affecting consumers, brands and markets. Browse the **latest** reports below – or use the left menu to view them by theme.

Warc Trends Reports

Looking for our series of in-depth Trends Reports?

[FIND THEM HERE](#)

Jun 20, 2014 **Consumers | Marketing**
Pivot to passive
The rise of technology is making consumers passive and marketers more powerful

More:

Previous **1** 2 3 4 5 6 7 Next

Jun 09, 2014
Oculus Rift
Media & Tech
How brands can use virtual reality technology to connect with consumers

Jun 04, 2014
Sports participation
Consumers | Marketing
The growth in sports participation and how brands can benefit

May 13, 2014
The sharing economy
Consumers
Changing attitudes towards...

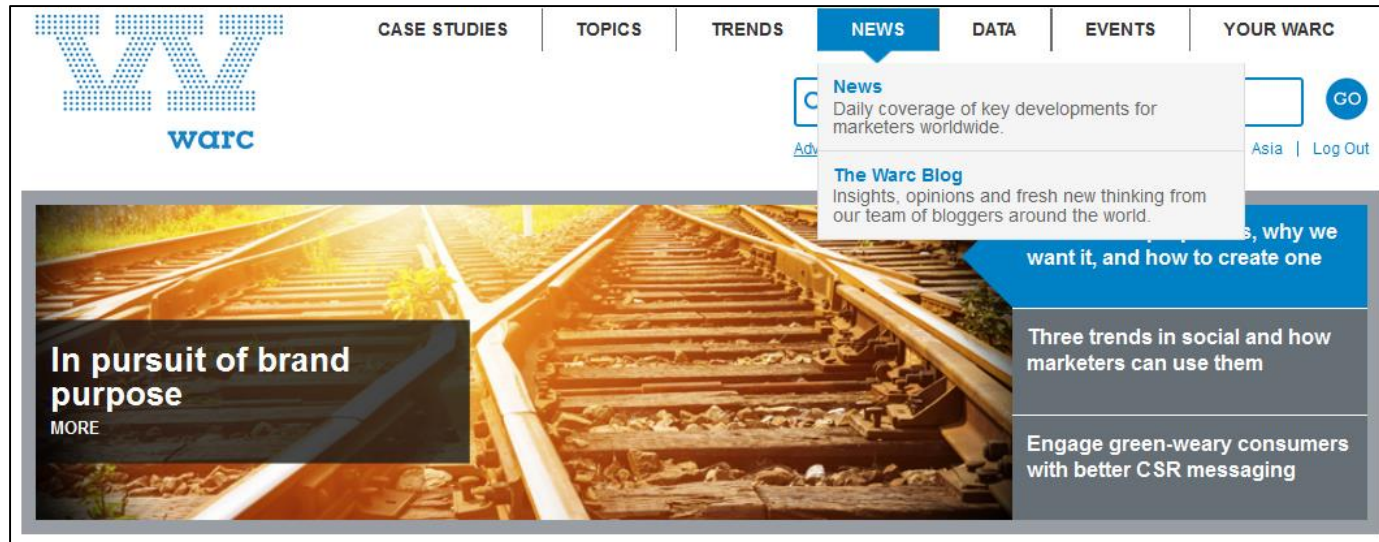
May 08, 2014
Global Later Lifers
Consumers | Marketing
How the over 50s are coming into...

[The Trends](#) section is where you can view our most recent trend reports and trend-focused content.

Trends are organised by the following themes:

- Consumers
- Geographies
- Industries
- Marketing
- Media & Tech

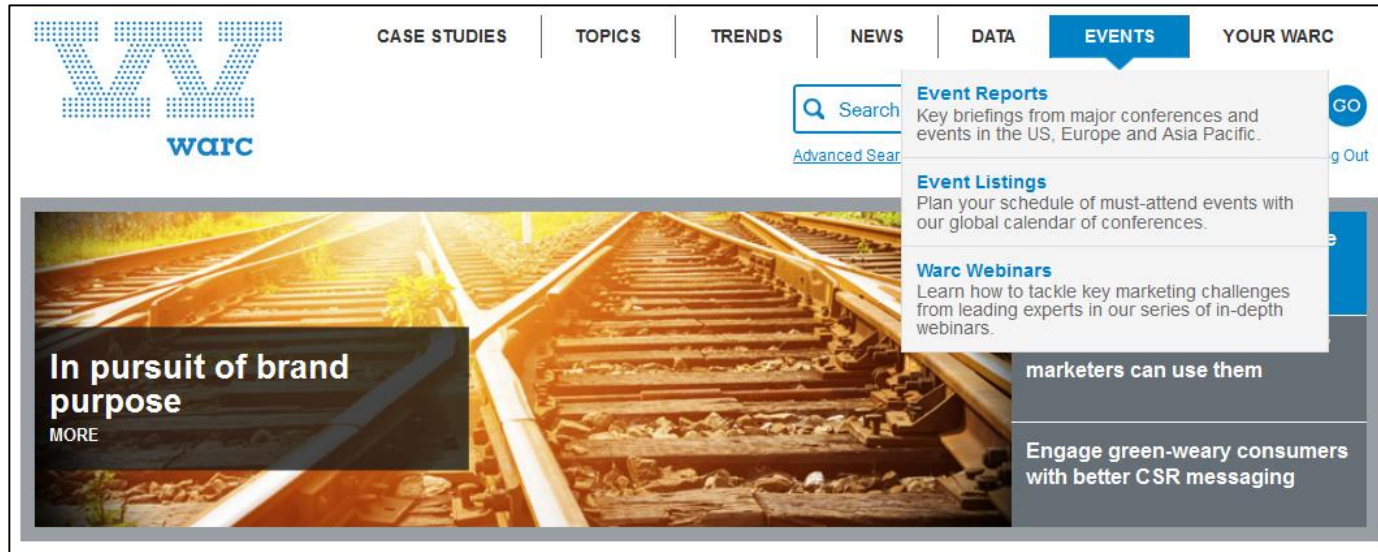
Site Navigation > News



[News](#) is updated daily, and offers a digest of what's happening in the world of marketing. You can sign up for daily news updates by email in [Your Warc](#).

[The Warc Blog](#) provides news and opinion from our team of bloggers around the world, including insight from both the client and agency side, as well as Warc staff.

Site Navigation > Event Reports



[Event Reports](#) provide in-depth world-wide coverage of what people are talking about at the latest industry conferences.

In the same menu, you will find our [Event Listings](#) page. This details our own and other upcoming advertising and marketing conferences taking place around the world.

This area of the site is also home to the [Warc Webinars](#), more about these on the next page.

Site Navigation > Event Reports > Warc Webinars



Events
Event Reports
Event Listings
Warc Webinars

Warc Webinars

Warc regularly partners with key pioneers in advertising and marketing to present an ongoing series of in-depth webinars. With topics ranging from neuroscience to innovation and shopper marketing to effective research, they will get you up to speed on the major themes presenting challenges to planners and marketers around the world.

Coming soon:


Coming on 30 July, 3PM BST/10AM EDT

Insights into the Path-to-Purchase

Understanding the "snackable" shopper

REGISTER NOW

Watch now:




19 June 2014

Tips from the most social bank in NZ

How ASB Bank in New Zealand created a world-first: a home loan powered by social media.

WATCH NOW



17 June 2014

The Programmatic Primer

Helping advertising buyers understand what programmatic is and why and how it should be used.

WATCH NOW

Warc regularly partners with key pioneers in advertising and marketing to present an ongoing series of in-depth webinars.

On the [Warc Webinars](#) page you can register to join upcoming webinars and access previous webinars.

3. Data

In this section:

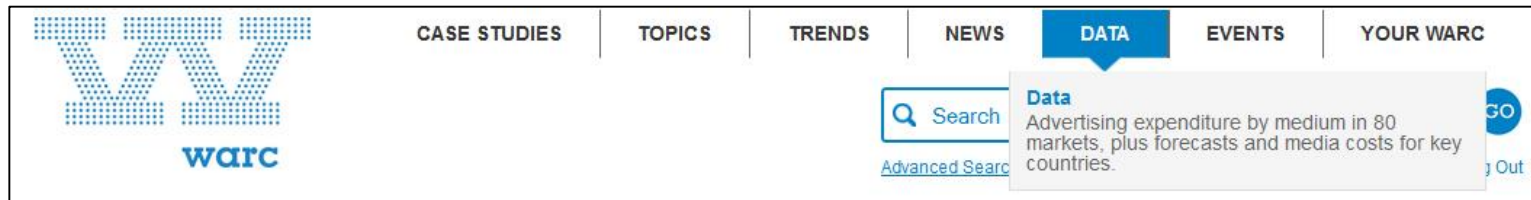
- ✓ [Overview](#)
- ✓ [Data Homepage](#)
- ✓ [Adspend Database](#)
- ✓ [Forecast Reports](#)
- ✓ [Global Media Costs](#)
- ✓ [Other Data](#)



Or take a look at:

- [Search](#)
- [Site Navigation](#)

Data > Overview



The [Data](#) section is the gateway to the latest data on:

- Advertising expenditure from 88 global markets
- Comparison of global media costs for 42 global markets
- Adspend forecasts for 12 key markets
- Media and brand usage statistics
- Warc's Global Marketing Index (GMI), a unique monthly indicator of the state of the global marketing industry.

Data > Homepage



The screenshot shows the Warc Data homepage. At the top is a navigation bar with links for CASE STUDIES, TOPICS, TRENDS, NEWS, and DATA. A search bar is located on the right. Below the navigation bar is a large section titled 'Data' with a description of the section's content and a link to 'view what we cover'. To the right of this text is a 3D bar chart with a line graph overlay. Below the 'Data' section are six columns of content, each with a red-bordered header. The first column is 'ADSPEND DATABASE', the second is 'FORECAST REPORTS', and the third is 'GLOBAL MEDIA COSTS'. The fourth column is 'OTHER DATA', the fifth is 'DATA ARTICLES', and the sixth is 'DATA NEWS'. Each column contains links to various reports and tools, such as 'Takeaway Tables', 'Table Builder', 'International Ad Forecast', 'Consensus Ad Forecast', 'Media Inflation Forecast', 'Global Marketing Index', 'Time Spent by Medium', 'Top 10 Brands', 'UK Adspend Forecast', 'Global Outlook 2014-2015', 'State of the Asian Mobile Industry', 'Switzerland and UK lead on innovation', 'One in ten digital ads is fake', and 'Global adspend growth rate doubles'.

ADSPEND DATABASE

Access annual advertising expenditure data (1980–2013) from 85 global markets.

Takeaway Tables - NEW
Ready-made tables for all markets and media (Excel)

Table Builder - NEW
Create your own tables according to date, market and medium (Excel)

FORECAST REPORTS

Access the Warc adspend forecasts for 2014-15 for 12 major markets.

International Ad Forecast - NEW
Warc's own ad forecast across seven major media

Consensus Ad Forecast
A consensus of the latest third party ad forecasts

GLOBAL MEDIA COSTS

Compare global media costs and access Warc's latest media inflation forecast.

Table Builder
Compare costs by market, medium, target audience and time period (Excel)

Media Inflation Forecast - NEW
Future trends for advertising formats in major global markets (Excel)

OTHER DATA

Global Marketing Index - NEW
Browse Warc's monthly marketing indicator

Time Spent by Medium
Data for 50+ markets across seven major media (Excel)

Top 10 Brands
Browse the top 10 global brands by users in over 50 markets (Excel)

DATA ARTICLES

UK Adspend Forecast
June's Adstats supplement for Admap magazine

Global Outlook 2014-2015
Warc's latest adspend and economic forecasts

State of the Asian Mobile Industry
Findings from Warc's mobile marketing survey in Asia Pacific

DATA NEWS

Switzerland and UK lead on innovation

One in ten digital ads is fake

Global adspend growth rate doubles

The Data section contains all the statistical advertising expenditure and media usage information that is available on warc.com, including:

- Adspend Database
- Forecast Reports
- Global Media Costs
- Other Data
- Data Articles

Data > Adspend Database



- Warc's [Global Adspend Database](#), covering 88 markets, comprises original Warc data plus figures collected from dozens of respected partners around the globe.
- It incorporates adspend data for seven media channels: **newspapers, magazines, TV, radio, cinema, out of home** and **internet**.
- The Adspend Database allows users to access the latest data in two ways:
 - [Takeaway Tables](#): pre-made data tables for all markets and media
 - [Table Builder](#): Create your own data tables (see next page)

Both options enable you to open or save data in Excel format.

- Individual markets are updated on a rolling basis. Global data for a single calendar year is generally released by September of the following year.

(For further queries on the data schedule, contact your [Client Services Manager](#).)

Data > Adspend Database > Table Builder



Forecasts & Data

Home

FAQs on Data

FAQs on Data

Adspend Database

Takeaway Tables

Table Builder

Notes & Sources

Country Listings

Forecast Reports

International Ad Forecast

Consensus Forecast

Other Data

Global Marketing Index

Time Spent By Medium

Top 10 Brands

Global Media Costs

Table Builder

Definitions & Methodology

Notes & Sources

Country Listings

Media Inflation Forecast

Benchmarks

Advertising / Sales Ratios (US)

Adspend Database > Table Builder

Build your own adspend tables by time period, market and medium. You can also select your preferred currency and have the option to choose current prices, constant prices and annual percentage change. Hit 'Download Data' to access your data in Excel format.

To start a new search, click 'Reset search' at the foot of the page.

We have now started to update adspend data for 2013, but data are not yet available for all markets. Consequently we do not yet have global or regional totals for 2013. We will be updating the database on an on-going basis over the coming weeks.

* Denotes full-year data for 2013 available
(f) Denotes forecast to 2015 available

1 Select Currency:

☒ US \$ (allows access to all data series)

☐ Euro (allows access to all data series)

☐ PPPs (allows access to all data series)

☐ Local currency (cannot view global & regional data)

2 Output/Preferences:

☒ Current Prices

☐ Annual Percentage Change

☐ Constant Prices

3 Select Time Period:

From:

1980

To:

2015

4 Select Data Series:

☒ Global Overview

The [Table Builder](#) enables you to create bespoke adspend reports.

There are four criteria to specify:

1. **Select Currency:** Choose between US dollars, Euros, PPPs or local currency
2. **Output/Preferences:** Choose adspend figures calculated at current prices or constant prices (2005), and whether to show annual percentage changes
3. **Select Time Period:** Specify a start and end period for the query (forecasts will show when available)
4. **Select Data Series:** Choose the regions or countries and media (multiple selections are fine)

The resulting data tables can be downloaded and saved in Excel format.

Data > Forecast Reports



Warc's quarterly adspend forecasts include:

- **International Ad Forecast**: This covers 12 key global markets (Australia, Brazil, Canada, China, France, Germany, India, Italy, Japan, Russia, UK and US) and is released twice a year (June and December). The latest forecast estimates are incorporated into the Adspend Database.
- **Consensus Ad Forecast**: This covers 13 key global markets (as above, plus Spain) and is also updated twice a year (approximately January and July). This forecast is based on a weighted average of predictions from various sources including advertising agencies, media companies and industry bodies.

Both forecasts look two years ahead and cover the following media channels: **newspapers, magazines, TV, radio, cinema, out of home and internet.**

Data > Global Media Costs



- [Global Media Costs](#) provides a database of comparable global media costs for 42 markets as well as a survey-based [Media Inflation Forecast](#) for key markets.
- The Global Media Costs database allows you to compare media costs across markets, media, target audiences and periods. It aims to provide standardised, summarised information in a comparable format, to help broadly estimate the likely cost of communicating a marketing message.
- Like the [Adspend Database](#), it offers a Table Builder for the creation of bespoke data tables (downloadable in Excel) across a range of countries for which you can specify:
 - Currency: US dollars or local currency
 - Output: Cost per 100 GRPs or Cost per Thousand
 - Target audience: Adults, men, women, children, main shoppers, young adults, upmarket adults, businessmen.
 - Media covered: newspapers, magazines, TV, radio, cinema, OOH, internet
- These data are provided by the global media agency group, OMD. Data are collated from an annual survey. The costs shown are after the deduction of negotiated discounts, but before the deduction of agency commission.

Data > Other Data



Other important media data includes:

- **Global Marketing Index**: Warc's Global Marketing Index, developed in association with World Economics, provides a unique monthly indicator of the state of the global marketing industry, by tracking current conditions among marketers.
- **Time Spent by Medium**: Data from 50+ markets across seven major media (Excel).
- **Top 10 Brands**: Details the top 10 global brands in over 50 international markets. This data is provided by TGI.

Further Guidance



In addition to this User Guide, remember our [Help](#) section is where you'll also find:

- [Key features](#): An overview of key site features and functions
- [FAQs](#): Common queries and questions answered
- [Search Tips](#): Hints on getting the best from search
- [Client Services](#): Contact details for your client services manager
- [Warc Plus](#): Our premium research service
- [Sitemap](#): An overview of all the pages of warc.com

Get in touch

WEB

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[@WarcEditors](https://twitter.com/WarcEditors)

facebook.com/warc.hub

[Linkedin.com](https://linkedin.com)



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