



Warc User Guide

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

It excludes the section on Personalisation that's in the User Guide for business users because these functions require 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 including: Case Studies, Topics, Trends, News, Data and Event Reports.
3. [Data](#): Explains how to access Warc's advertising expenditure data from 90 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 website's search results page. The search term 'multiscreening' is entered in the search bar. The page shows 469 results, sorted by relevance. On the left, there are several refinement tools: 'Search term: multiscreening', 'REFINE YOUR RESULTS BY:' with a 'Date range' filter set to 'From 1976 to 2015', 'Search Within' with an input field, and filters for 'Industry Sector' (Media and publishing, etc.), 'Brand', 'Country', and 'Source'. At the top, there are navigation tabs for 'CASE STUDIES', 'TOPICS', 'TRENDS', 'NEWS', 'DATA', 'EVENTS', and 'YOUR WARC'. Below the search bar, there are tabs for content types: 'All (469)', 'Recommended (60)', 'Case Studies (57)', 'Articles (243)', 'Research Papers (49)', and 'News (120)'. The main content area lists five search results, each with a title, author, date, and a brief description. On the right, there is a 'SUGGESTIONS' section with various topic tags like 'devices & apps', 'media consumption', etc.

There are several ways to filter and refine search results:

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

Search > Advanced Search



[Home](#) > [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
+
all these words
+
any of these words
+
none of these words

(or add more options below)

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: to:

Select sources:

- Articles
- Admap
- Agency Magazine
- American Marketing Association

The [Advanced Search](#) (there's a link just beneath the main search box) 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



The screenshot shows the WARC Case Finder search interface. At the top left is the WARC logo. A navigation menu includes 'CASE STUDIES', 'TOPICS', 'TRENDS', 'NEWS', 'DATA', 'EVENTS', and 'YOUR WARC'. A search bar with a magnifying glass icon and the text 'Search' is present, with a 'GO' button to its right. Below the search bar are links for 'Advanced Search' and 'Home: Global Americas Asia | Log Out'. A breadcrumb trail reads 'Home > Case Finder'. A blue banner contains the text 'Search for advertising effectiveness case studies' and three filter categories: 'Market-leading brand advertisers', 'Inspirational campaign strategies', and 'Proven in-market effectiveness'. Below this is a search input field with the placeholder 'Search by keyword' and a yellow 'Find Cases' button. Underneath, the text 'Or search by:' is followed by five filter categories, each with a dropdown arrow: 'Industry Sectors', 'Countries & Regions', 'Campaign Objectives', 'Media & Channels', and 'Show More Options'. To the right of these filters, a blue box displays 'Cases to Search: 10,214'.

Case Finder, found in the Case Studies menu, is a tool for searching and filtering 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



The screenshot shows the WARC Case Finder search interface. At the top, there is a navigation menu with links for CASE STUDIES, TOPICS, TRENDS, NEWS, DATA, EVENTS, and YOUR WARC. Below the menu is a search bar with a magnifying glass icon and a 'GO' button. A breadcrumb trail reads 'Home > Case Finder'. The main search area has a blue header with the text 'Search for advertising effectiveness case studies' and three checkmarks indicating 'Market-leading brand advertisers', 'Inspirational campaign strategies', and 'Proven in-market effectiveness'. Below this is a search input field with the placeholder 'Search by keyword' and a 'Find Cases' button. Underneath, the text 'Or search by:' is followed by an 'Industry Sectors' section. This section has a list of categories with expandable icons. The 'Financial services' category is expanded, and 'All financial services' is selected and circled in red. Other categories include Alcoholic drinks, Automotive, Business & industrial, Clothing & accessories, and Food. To the right of the list, a summary box shows 'Industry Sectors' with 'All financial services' selected, a 'Matching Cases: 695' count, and a 'Find Cases' button. A 'Reset Search' link is also present.

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

Start by opening the Industry Sectors section and selecting “All Financial Services”...

Search > Case Finder



The screenshot shows the WARC Case Finder search interface. At the top, there is a navigation menu with links for CASE STUDIES, TOPICS, TRENDS, NEWS, DATA, EVENTS, and YOUR WARC. Below the menu is a search bar with a magnifying glass icon and a 'GO' button. A search bar with the text 'Search by keyword' is also present. Below the search bar, there are three filter categories: 'Market-leading brand advertisers', 'Inspirational campaign strategies', and 'Proven in-market effectiveness'. The 'Or search by:' section includes three main filter panels: 'Industry Sectors', 'Countries & Regions', and 'Campaign Objectives'. The 'Countries & Regions' panel is expanded, showing a list of regions with checkboxes. The 'North America' checkbox is checked and circled in red. To the right of the filters, there is a summary box for 'Matching Cases' showing the number '192', which is also circled in red. A 'Find Cases' button is located at the bottom right of the filter section.

Home > Case Finder

Search for advertising effectiveness case studies

Market-leading brand advertisers Inspirational campaign strategies Proven in-market effectiveness

Search by keyword Find Cases

Or search by:

Industry Sectors

Countries & Regions

- Africa
- Asia
- Australia & New Zealand
- Central & South America
- Europe (excl. UK)
- Global
- Middle East & Africa
- North America
- United Kingdom
- Middle East & North Africa

Industry Sectors

- All financial services

Countries & Regions

- North America

Matching Cases: 192

Find Cases

Then open the Countries & Regions option and select “North America”.

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.

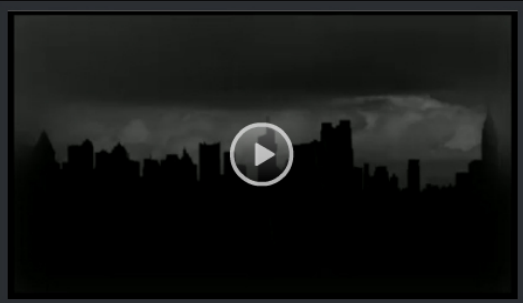
Search > Campaign Videos



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 Study](#) [▶ Add 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: Koleston Wella: Koleston, transformation from within	
	TV Ad: Procter & Gamble - Moms Behind Athletes	
	TV Ad: Luv's - 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 screenshot shows the WARC website's navigation bar and main content area. The navigation bar is highlighted with a red box and contains the following items: CASE STUDIES, TOPICS, TRENDS, NEWS, DATA, EVENTS, and YOUR WARC. Below the navigation bar is a search bar with a magnifying glass icon and the text 'Search', followed by a 'GO' button. Below the search bar are links for 'Advanced Search' and 'Home: Global Americas Asia | Log Out'. The main content area features a large image of train tracks with a blue overlay containing the text 'What brand purpose is, why we want it, and how to create one'. Below this image are three article teasers: 'In pursuit of brand purpose MORE', 'Three trends in social and how marketers can use them', and 'Engage green-weary consumers with better CSR messaging'. Below the main content area are three columns of news highlights: 'NEWS HEADLINES' with a photo of runners and headlines like 'BRANDS 'MISS' COMMONWEALTH GAMES', 'Yahoo seeks mobile ad growth', and 'Unilever puts sustainability at its...'; 'RECENT HIGHLIGHTS: GLOBAL' with headlines like 'BRAND STRATEGY Brands, capital and crises', 'JOIN THE BAND Collaboration with musicians', 'TOTAL RETAIL From multichannel to Total Retail', and 'WARC 100 The world's smartest campaigns'; and 'TOPIC UPDATES' with headlines like 'INFLUENCERS SOL REPUBLIC builds a headphone brand with a purpose', 'DECISION MAKING Deep insights to challenge core belief', 'INFLUENCERS Word of mouth: Print media's talkability', and 'AUTOMOTIVE Volkswagen: Building the people's car'.

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

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

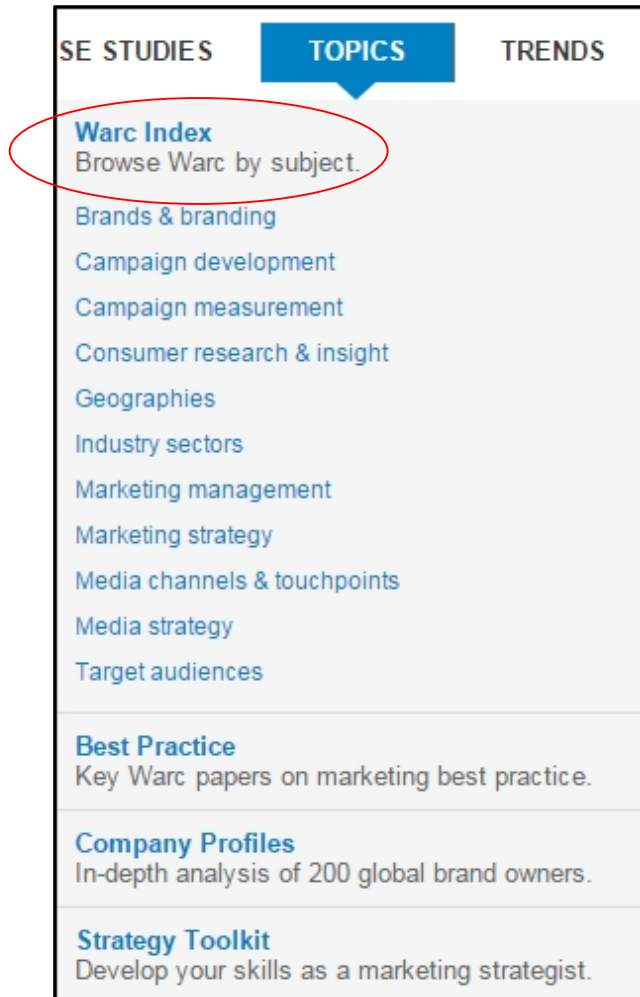
Site Navigation > Case Studies



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](#)).
- **[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, Warc Prize for Connection 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



The Topics menu provides short cuts to the [Warc Index](#), which organises Warc content by subject.

This includes over 100 topics arranged across 11 broad themes, from 'Brands & branding' to 'Target audiences' (see left).

The Topics menu also points to:

- [Best Practice](#) content
- [Company Profiles](#)
- [Strategy Toolkit](#), a strategic planning training tool

Site Navigation > Topics > Warc Index



A screenshot of the Warc Index page. The page has a navigation bar at the top with links for CASE STUDIES, TOPICS, TRENDS, NEWS, DATA, EVENTS, and YOUR WARC. Below the navigation bar is a search bar with a magnifying glass icon and a 'GO' button. The main heading is 'THE WARC INDEX' in bold. Below the heading is a paragraph: 'The Warc Index groups our articles, case studies and research around key topics for marketing strategists. It contains over 100 topics, arranged across 11 themes.' On the left side, there is a list of categories: Brands & branding, Campaign development, Campaign measurement, Consumer research & insight, Geographies, Industry sectors, Marketing management, Marketing strategy, Media channels & touchpoints, Media strategy, and Target audiences. On the right side, there is a list of sub-topics under the heading 'Brands & branding': Brand analysis (circled in red), Brand equity & strength, Brand models, architecture, Brand promoter research, Brand valuation, and Corporate brands. Below this are other sub-topics: Brand partnerships, Brand positioning, Brand values & purpose, Branding & design, and Brand experience.

Selecting [The Warc Index](#) takes you to an overview page (see left).

From here you can browse all sections of the Warc Index, with onward links to Warc content.

For example, selecting 'Brand Analysis' within the first 'Brands & branding' heading takes you to the following page...

Site Navigation > Topics > Warc Index



A screenshot of the Warc website's 'Brand Analysis' topic page. The page features a navigation bar with categories like 'CASE STUDIES', 'TOPICS', 'TRENDS', 'NEWS', 'DATA', 'EVENTS', and 'YOUR WARC'. A search bar is present, along with a 'GO' button. Below the navigation, there's a breadcrumb trail: 'Home > Index > Brands & branding > Brand analysis'. The main heading is 'BRAND ANALYSIS', followed by a row of blue buttons for sub-topics: 'Brand equity & strength', 'Brand models, architecture', 'Brand promoter research', 'Brand valuation', and 'Corporate brands'. The 'Brand equity & strength' button is circled in red. Below this, there's a 'Key reading' section with a diagram of a brand pyramid and several article titles with brief descriptions. To the right, there's a 'On this page' section with links for 'Key reading', 'Latest articles', and 'Most read', and a 'More on this topic' section with 'View all' and 'Follow this topic' buttons. At the bottom, there's a 'Latest articles' section with two article titles and descriptions.

Topic Pages like this showcase the best and most recent content on a topic – in this case, [Brand analysis](#).

This includes key reading selected by Warc's editors, plus latest articles and, when applicable, case studies.

The blue buttons beneath the page title offer links to specific sub-categories (such as the outlined 'Brand equity & strength', left).

[Read this blog post](#) for more about the Warc Index.

Site Navigation > Trends



[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

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](#)

Dec 03, 2015 Consumers | Marketing | Media & Tech
Toolkit 2016
Warc's guide to six major marketing trends for the year ahead
Non-subscribers can [visit the landing page](#)

More:

Previous [1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) Next

Jan 04, 2016
10 tech trends for 2016
Media & Tech
The rise of competing ecosystems and AI

Dec 03, 2015
10 shopper trends
Consumers | Industries
How people shop and how retail is responding

Dec 02, 2015
Ad blocking
Consumers | Media & Tech
An overview and analysis of the growing phenomenon of consumer ad blocking

Nov 12, 2015
Work-life balance
Consumers
How work-life balance changes are affecting consumer needs

Nov 04, 2015
Artificial Intelligence

Oct 27, 2015
Millennials & markets

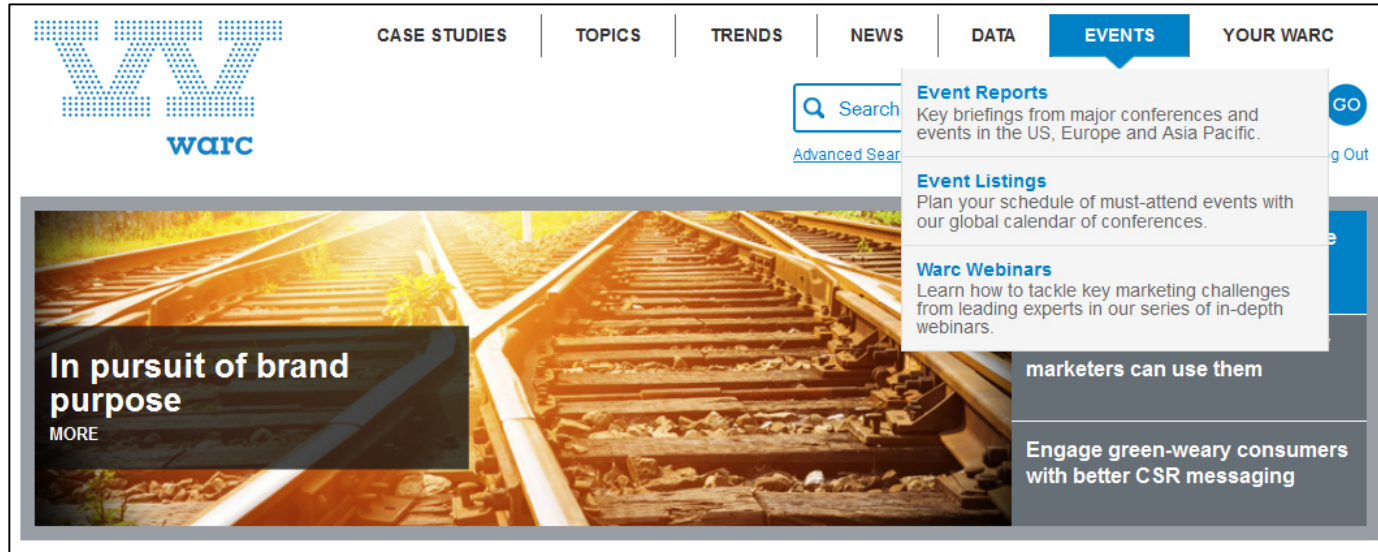
Site Navigation > News



[News](#) is updated daily, and offers a digest of what's happening in the world of marketing.

[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.

[Event Listings](#) detail our own and other upcoming advertising and marketing conferences taking place around the world.

[Warc Webinars](#) offer practical approaches for tackling key marketing challenges. There's more about them on the next page.

Site Navigation > 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:




19 January 2016 | 3PM GMT / 10AM EST
Win at creative effectiveness (with Cannes Lions)
How to succeed with creative effectiveness at the heart of your advertising
[REGISTER NOW](#)



21 January 2016 | 2PM AEST / 11AM SGT
How brands grow Part 2: Uncovering the new (brand) buyer
Jenni Romaniuk shares brand buyer strategies that are more likely to succeed
[REGISTER NOW](#)

Watch now:



16 December 2015
Attention hacking in an ADD economy
Faris Yakob investigates the various parameters of attention, including its limits, and the impact on advertising
[WATCH NOW](#)

Warc regularly partners with experts and thought leaders in advertising and marketing to present in-depth, task-focused 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



DATA	EVENTS	YOUR WAR
Forecasts and Data Homepage Overview of databases, forecasts and reports.		
Adspend Database Annual ad expenditure data for 90 markets.		
International Ad Forecast Warc's forecasts for adspend in 12 key markets.		
Consensus Ad Forecast Adspend forecast aggregating several sources.		
Media Costs Database Compare costs across media and markets.		
Global Marketing Index A monthly indicator of the state of the industry.		

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

- Advertising expenditure for 90 markets
- Adspend forecasts for 12 key markets
- Consensus Ad Forecast, aggregating several forecast sources
- Comparison of global media costs for over 60 global markets
- Global Marketing Index (GMI), a monthly indicator of the state of the global marketing industry.

Data > Homepage



The screenshot shows the Warc Data homepage. At the top, there is a navigation bar with links for CASE STUDIES, TOPICS, TRENDS, NEWS, and DATA. The Warc logo is on the left, and a search bar is on the right. Below the navigation bar, there is a section titled 'Data' with a sub-header 'Home > Data'. The main content area is divided into several sections, each with a red-bordered title: 'ADSPEND DATABASE', 'FORECAST REPORTS', 'GLOBAL MEDIA COSTS', 'OTHER DATA', 'DATA ARTICLES', and 'DATA NEWS'. Each section contains a brief description and links to various tools and reports.

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 90 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, internet** and **mobile**.
- 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.

Data > Adspend Database > Table Builder



The screenshot shows the 'Adspend Database > Table Builder' interface. On the left is a navigation menu with categories: '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), and 'Benchmarks' (Advertising / Sales Ratios (US)).

The main content area is titled 'Adspend Database > Table Builder' and contains the following text: '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.' Below this is a note: 'To start a new search, click 'Reset search' at the foot of the page.' A paragraph states: '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.' A legend indicates: '* Denotes full-year data for 2013 available' and '(f) Denotes forecast to 2015 available'.

The interface is divided into four numbered sections:

- 1 Select Currency:** Includes radio buttons for 'US \$ (allows access to all data series)', 'Euro (allows access to all data series)', 'PPPs (allows access to all data series)', and 'Local currency (cannot view global & regional data)'. 'US \$' is selected.
- 2 Output/Preferences:** Includes checkboxes for 'Current Prices' (checked), 'Annual Percentage Change', and 'Constant Prices'.
- 3 Select Time Period:** Includes 'From:' and 'To:' dropdown menus. 'From:' is set to '1980' and 'To:' is set to '2015'.
- 4 Select Data Series:** Includes a search box with 'Global Overview' entered.

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 over 60 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**: Compiled by World Economics, this 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.
- **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:

- [FAQs](#): Common queries and questions answered
- [Search Tips](#): Hints on getting the best from search
- [Client Services](#): Contact details for your client services manager
- [Sitemap](#): An overview of all the pages of warc.com

Get in touch

WEB

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