

# WARC

## Press Release

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For immediate release

### **WARC launches 'WARC for Advertisers'**

#### **A unique digital experience designed to help brands eliminate ineffective marketing**

*1<sup>st</sup> November 2018* – WARC, the global authority on advertising and media effectiveness, has today launched **WARC for Advertisers** a new site experience designed to help brand owners to deliver more effective marketing.

Specifically developed for advertisers, the unique digital experience will give leading marketers a category-tailored view of what's working in their sector. Sourced from 75,000 best practice, research, insights and case study papers on marketing effectiveness, the new WARC for Advertisers site will provide brand owners with:

A **category-focused WARC homepage** with feeds of the latest news, insights and reports on specific sectors of choice, providing inspiration and guidance on effective marketing.

A new **category campaign data tool** to benchmark work against the most effective campaigns in their sector by accessing data on lead channels, creative approaches and media mix.

Access to new **Evidence Reports** which pool compelling research and insights, bringing together streamlined, digestible and compelling answers to the most important marketing challenges, including "What's Working In" reports for all major advertising categories.

Direct connection to WARC's experts via the **WARC Plus** service, to help brands find answers to a specific brief or question, fast.

Paul Coxhill, Managing Director, WARC, says: "At WARC, we constantly strive to help our customers to deliver more effective marketing. We already work with over 200 brands and they've told us they need faster access to key category and channel insights, relevant case studies and authoritative answers to key strategic questions to help their brand stand out.

"WARC for Advertisers is our response to that challenge. It is a digital space dedicated to helping advertisers prove their marketing plan's effectiveness, persuade with powerful insights, and prosper with knowledge as they navigate through the latest category and media shifts."

A user-based subscription, the new WARC for Advertisers is available at [www.warc.com/advertisers](http://www.warc.com/advertisers)

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**About WARC – Your global authority on advertising and media effectiveness**

WARC.com is an online service offering advertising best practice, evidence, insights and data from the world's leading brands. WARC helps clients grow their businesses by using proven approaches to maximise advertising effectiveness. WARC's clients include the world's largest advertising and media agencies, research companies, advertisers, market analysts and academics.

WARC runs two global and two regional case study competitions: WARC Awards, WARC Media Awards, WARC Prize for Asian Strategy and WARC Prize for MENA Strategy.

WARC publishes three global rankings of advertising excellence: Gunn 100 (creativity), WARC 100 (effectiveness), Gunn Media 100 (media innovation) and publishes the Journal of Advertising. In addition to its own content, WARC features advertising case studies and best practices from more than 50 respected industry sources, including ARF, Effies, Cannes Lions, ESOMAR and IPA.

Founded in 1985, WARC has offices in the UK, U.S. and Singapore. In June 2018 WARC was acquired by Ascential plc, the global specialist information company.