**Warc.com Case Study Submission**

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Warc is used by marketers and agencies all over the world who are constantly looking at case studies of successful marketing for insight and inspiration.  
  
By sharing case studies of effective marketing with us, your work will feature on our site as an example of best practice for the global advertising industry.

Warc offers evidence and insights for every step of the advertising process, helping brands to remain focused on proven approaches to maximise returns on marketing investments.  
  
You can use this form to submit a case study for inclusion on the site. Please fill in the form with as much detail as possible and send it to [lucy.aitken@warc.com](mailto:lucy.aitken@warc.com).

Alternatively, why not enter your case study into one of our prestigious award schemes? They are free to enter and reward winning entries with cash prizes. More information [here](https://www.warc.com/Topics/Awards.topic).

**CAMPAIGN TITLE:**

**BRAND:**

**AGENCY:**

**LAUNCH DATE:**

**DURATION:**

**MEDIA USED:**

**TARGET AUDIENCE:**

**DETAILS:**

**Challenge + Business Objectives** / What was the background to the campaign and what was the brand hoping to achieve? E.g. launch new product, raise awareness, increase sales)

**Insight** / What research, either internal or external, helped to inform the strategy? E.g. what did you discover in focus groups or from research reports that steered you towards a solution?

**Solution** / What was the strategy?

**Execution** / How was the strategy executed?

**Results** /Please list as many results as you can that demonstrate the success of this campaign (e.g. sales effectiveness, ROI, brand awareness)

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