What is WARC?

WARC offers advertising best practice, evidence and insights from the world’s leading brands.

We create, collate and curate advertising case studies and best practices from more than 50 respected industry sources.

This guide explains the key content areas on warc.com, and details some of the tools and tips for getting the best from our service.

Why WARC?

1. Best in-class marketing learnings
   With over 11,500 case studies searchable by industry, campaign objective, media channel and geography.

2. Latest trends and industry news
   Trend Reports bring together WARC trend analysis with material from trusted providers to offer key consumer and behavioural insights.

3. Articles and Best Practice Guides
   Explains the ‘how’ and ‘why’ of advertising challenges – each guide offering an introduction and overview of an issue and further reading.

4. Webinars with industry experts
   WARC regularly partners with key industry pioneers to present an ongoing series of Webinars with topics ranging across a vast spectrum.

5. Client Support
   With a Client Service team and WARC Plus Support, doing research has never been easier.
What this guide covers

- Searching and search tools
- Navigation and key content areas
- Saving items for later use
- Registering for email updates
- Contacting us for further help
Searching and search tools
Word searching

1. **WORD SEARCH FROM ANY PAGE**
   Use quotes to search for “exact phrases”. Boolean terms also work (AND, OR, NOT etc).

2. **REFINING RESULTS**
   Narrow your search by content type, date, extra keywords, sector, brand and more.

3. **TOP HITS**
   Popular searches prioritise relevant topic pages and best practice guides.

4. **VIEWING AND SAVING**
   Articles can be viewed (click title), previewed (view summary), saved or downloaded as PDFs.
Advanced search

1. **FIND IT ON ANY PAGE**
The link to **try Advanced Search** is always beside the main search box.

2. **SPECIFY YOUR SEARCH TERMS**
Build layers of terms: exact phrases, key words and any specific words to exclude.

3. **FOCUS YOUR FIELDS**
Confine your search to title, summary, full text and/or author name matches.

4. **SET YOUR DATE AND SOURCES**
Specify the date range and the individual content sources for your search.
Case Finder

FAST AND PRECISE CASE STUDY SEARCHES
The link to Case Finder is in the Tools menu, accessible on every page.

SELECT YOUR FILTERS
Select from 10 powerful filters: keyword, sector, country, objective, budget and more.

MONITOR YOUR RESULTS
See your search build and your results set narrow to a focused set of case studies.

FIND YOUR CASES
Hit ‘Find Cases’ when all your filters are set and you are ready to review the results.
Navigation and key content areas
The navigation menu

1. **Tools**: useful tools and shortcuts
2. **Topics**: browse all WARC content
3. **Latest**: news, trends, reports and more
4. **Data**: adspend and media data
5. **Awards**: WARC and partner awards
Tools

- **Case Finder**  
  Search case studies by industry, media and more

- **WARC 100**  
  Our ranking of the world's best marketing campaigns

- **ROI Benchmarker**  
  Compare your ROI with the WARC database

- **Strategy Toolkit**  
  Develop your skills as a marketing strategist

- **WARC Plus**  
  Put our research team at your service

- **Pitch Support**  
  How to use WARC for pitches and new business
**Topics**

**BROWSE WARC BY SUBJECT**
Explore WARC’s rich content by topic, industry sector or geography.

**NAVIGATE THE LEVELS**
Hover over the themes in the left column to reveal clickable topics in the right column.

**WANT EVERYTHING?**
Click **See All** for the full Topics index: 100+ clickable topics and sub-topics on one page.
Latest

• **News & Opinion**
  Daily developments in brand strategy, marketing and media.

• **Webinars**
  Regular in-depth webinars with leading experts worldwide.

• **Trends**
  Curated content addressing emerging trends and issues.

• **Event Reports**
  The latest thinking and strategies from key conferences worldwide.

• **WARC Reports**
  Analysis and insight on marketing effectiveness trends.

• **Best Practice**
  A feed of WARC’s exclusive series of best practice guides.
Data

**Ad expenditure** for 96 counties and ad forecasts for the largest 12

**Global media costs** for 65 countries plus regular media inflation forecasts

**Media consumption** trends in 32 markets for all main channels and second screens

Regular reports on mobile marketing, marketing industry outlooks and US ad-sales ratios
Awards

Our awards

We run a series of awards and prizes to champion the smartest thinking behind effective advertising.

Partner awards

And we partner with over 20 organisations to ensure all the best effectiveness case studies are on WARC.
Our Awards

• Media Awards  Effective media and communications strategy
• Innovation Awards  Innovative thinking that delivers tangible results
• WARC Awards  The best social, content and brand purpose strategies
• Asian Strategy  The smartest marketing strategy in Asia
• MENA Strategy  The best strategic thinking in the MENA region
• Admap Prize  Excellent strategic thinking in brand communications
Partner Awards
Saving items for later use
Saving content

**Kellogg’s Rice Krispies: Treats for Toys**

*CASE STUDY • Institute of Communication Agencies, Bronze, Canadian Advertising Success Stories, 2017*

This case study describes how Kellogg’s, a cereal manufacturing company, used one of its brand differentiators to reinvigorate its Rice Krispies brand in Canada.

**VIEW SUMMARY • SAVE • PDF**

**Kellogg’s LOOK**

Select 1

**Pitch research (7)**

Team training (4)

Strategy, Entrant, 2016

This case study explores the trends and incremental growth managed to quickly respond to social media with an Adaptive Planning Approach.

2

**Kellogg’s Rice Krispies: Treats for Toys**

Institute of Communication Agencies, Bronze, Canadian Advertising Success Stories, 2017

**SUMMARY**

This case study describes how Kellogg’s, a cereal manufacturing company, used one of its brand differentiators to reinvigorate its Rice Krispies brand in Canada.

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1 **SAVE ITEMS FROM SEARCH RESULTS**

Click SAVE beneath any article to add it to your saved items.

2 **SAVE WITHIN ARTICLES**

Click the folder icon at the top right of any article to add it to your saved items.

3 **CREATING FOLDERS**

Save items to an existing folder or create and name a new one.

4 **ACCESSING YOUR SAVED ITEMS**

Access Saved Items from any page via the button on the top right of the menu bar.
Saved Items

1. **VIEWING FOLDERS**
   - See all your saved items in a single feed or view folders individually.

2. **SELECTING ITEMS**
   - Check any items you want to print, download or send by email.

3. **BATCH ACTIONS**
   - Your selected items can then be printed, downloaded as PDFs or shared by email.

- **Kellogg's Rice Krispies: Treats for Toys**
  - **ARTICLE** • Institute of Communication Agencies, Bronze, Canadian Advertising Success Stories, 2017
  - This case study describes how Kellogg's, a cereal manufacturing company, used one of its brand differentiators to reinvigorate its Rice Krispies brand in Canada.
  - [VIEW SUMMARY](#)

- **Shreddies: Genuine goodness**
  - **ARTICLE** • Institute of Communication Agencies, Bronze, Canadian Advertising Success Stories, 2015
  - This case study explains how Shreddies, the iconic cereal brand owned by Post Foods in Canada, rebranded to meet the challenges of a changing breakfast market.
  - [VIEW SUMMARY](#)

- **Peanut Butter Cheerios: #HowToDad**
  - **ARTICLE** • Edward Lee, The WARC Prize for Social Strategy, Bronze, 2015
  - This case study describes how Peanut Butter Cheerios reached out to Canadian dads who were increasingly involved in everyday childcare choices.
  - [VIEW SUMMARY](#)
Registering for email updates
My Topics: email updates on a choice of over 100 subjects

My Brands: email updates on a choice of thousands of brands

WARC News: a daily email update on advertising and marketing news

My email updates: manage all the updates you receive from us
Contacting us for help
Your Client Services Manager is always on hand to help you

Complete the contact form to send an immediate message

Or pick up the phone and call them direct