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 there for support, getting the best from WARC has never been easier.
What this guide covers

- Searching and search tools
- Navigation and key content areas
- Signing up for WARC News
- 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) 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

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

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

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

3. **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
Signing up for WARC News
warc.com/getnews

- The latest advertising and marketing news from around the world
- Plus a pick of the best new articles and research papers featured on WARC
- Sign up for a daily bulletin delivered direct to your inbox each morning
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