User Guide for universities
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

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

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

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

**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
www.warc.com