



Warc User Guide

This version of the Warc User Guide is designed for university users.

It excludes sections on Personalisation and the Warc Toolbar because these functions require users to have individual log-in details. For further information, and the full guide for business users, see the [User Guide page](#) within the Help section of warc.com.

In this User Guide



1. **Search**: A guide to all the search tools on warc.com including: keyword searching and refining results, Advanced Search, Case Finder (for filtering case studies) and Campaign Videos (for searching video content).
2. **Site Navigation**: Covers the key content areas that can be accessed from every page via the horizontal navigation bar: Case Studies, Topics, Trends, News, Data and Event Reports.
3. **Data**: Explains how to access Warc's advertising expenditure data from 80 global markets and adspend forecasts for 12 key countries, as well as comparative global media costs and media usage information.

1. Search

In this section:

- ✓ [Word Search](#)
- ✓ [Advanced Search](#)
- ✓ [Case Finder](#)
- ✓ [Campaign Videos](#)



Or take a look at:

- [Site Navigation](#)
- [Data](#)

Search > Word Search



- **Word searches:** Word search warc.com by typing your query in the search box in the top-right corner of the screen.
- **Phrase searches:** Use double quotes (e.g. “brand ambassador”) to confine your search to exact phrase matches.
- **Boolean searching:** Build more complex search queries using so-called “Boolean” terms such as AND, OR and NOT (which must always be typed in CAPITAL LETTERS), for example:
 - *Smartphones NOT iPhones* (this will search for content which mentions smartphones but exclude anything mentioning iPhones).
- **Refining results:** Refine your results by date, sector, brand, country and source using the refinement tools on the search results page (see next page).
- **More information:** See the [Search Tips](#) page in the [Help section](#) of warc.com for more details.

Search > Word Search



A screenshot of the WARC website's search results page for the term 'storytelling'. The page features a dark grey header with the WARC logo and navigation links. A search bar at the top contains the term 'storytelling' and a 'go' button. Below the search bar, there are tabs for 'All (493)', 'Case Studies (113)', 'Articles (221)', 'Research Papers (136)', and 'News (23)'. The 'All' tab is selected. The main content area shows 'Results: 1-10 of 493 for storytelling' and a 'Sort by: Relevance' dropdown menu. On the left side, there are three refinement tools: 'Date range' (set to 'From 1993 to 2013'), 'Search Within' (with a search term input), and 'Industry Sector' (with a list of categories like 'Leisure and entertainment (39)', 'Motor and auto (38)', etc.). The search results list includes four items, each with a title, author, date, and a 'View Summary' link. On the right side, there are sections for 'RECOMMENDED' (with an image and title 'Admap: Storytelling') and 'SUGGESTIONS' (with a list of related terms like 'innovation and npd', 'brainstorming and generating ideas', etc.).

There are several ways to filter and refine search results:

- Use the refinement tools on the left to narrow results (e.g. by date or industry sector)
- Use the tabs along the top to filter by content type (e.g. case studies, articles)
- Use the 'Sort by' tool to order results by relevance or date

Search > Advanced Search

A screenshot of the WARC Advanced Search page. The page has a navigation menu on the left with links for 'Warc', 'FAQs', 'Search Tips', and 'Warc Plus'. The main content area is titled 'Advanced Search' and includes a note: 'Fields are OPTIONAL: use as few or as many as you like.' Below this, there are four search criteria options, each with a checked checkbox and an input field: 'this exact phase', 'all these words', 'any of these words', and 'none of these words'. A 'go' button is located to the right of the input fields, with the text '(or add more options below)' underneath it. A 'Did you know?' section provides tips on using Boolean terms and a link to 'Search Tips'. The 'Search across:' section has four checked checkboxes: 'Title', 'Summary', 'Full Text', and 'Author Name'. The 'Date range:' section shows dropdown menus for 'January', '1990', 'to:', 'November', and '2010'. The 'Select sources:' section has a list of sources with checked checkboxes: 'Articles', 'Admap', 'Agency Magazine', 'American Marketing Association', and 'ANA Magazine'.

The [Advanced Search](#) offers a range of additional search options, including:

- Use of various keyword criteria (e.g. exact phase, all words, any words)
- Confining searches to specific fields like title, summary or author
- Limiting searches by specific date ranges
- Searching selected content sources (e.g. Effie case studies)

Search > Case Finder



A screenshot of the WARC Case Finder web application. The browser address bar shows 'CaseFinder.aspx'. The page header includes the WARC logo, a search bar with 'ALL OF WARC' selected, and a 'go' button. A navigation menu contains 'CASE STUDIES', 'TOPICS', 'TRENDS', 'NEWS', 'DATA', 'EVENT REPORTS', and 'YOUR WARC'. The main content area is titled 'Case Finder' and includes a 'Back to Previous Page' button, a 'Recommended Cases' sidebar with links to Channels, Industries, Objectives, Campaign Videos, Awards, Latest Awards, Warc Prizes, and Effectiveness Index. The main search area contains five filter panels: 'Industry Sectors', 'Campaign Objectives', 'Media & Channels', 'Countries & Regions', and 'Target Audience', each with a dropdown arrow. A 'Building your search' tip box states: 'Open any of the panels and select your search criteria'. The breadcrumb trail shows 'Home > Case Finder'.

Case Finder, found in the Case Studies menu, is a great tool for searching case studies by specific criteria.

Build your search by selecting from a range of refinements including:

- Industry sector
- Campaign objective
- Media & channels
- Countries & regions
- Target audience

There's an example on the next page...

Search > Case Finder



The screenshot shows the WARC Case Finder interface. On the left is a navigation sidebar with sections: Case Finder (highlighted), Recommended Cases (with sub-items: Channels, Industries, Objectives), Campaign Videos (with sub-item: Campaign Videos), and Awards (with sub-items: Latest Awards, Warc Prizes, Effectiveness Index). The main content area is titled 'Case Finder' and includes a sub-header 'Case Finder' and a descriptive paragraph: 'Use the Case Finder to pinpoint the ideas and evidence you need from thousands of award-winning effectiveness case studies.' Below this is a tree view for 'Industry Sectors' with an expand/collapse icon. The tree is expanded to 'Financial services', which is further expanded to show sub-categories: 'Select all financial services' (checked), 'Banks, credit cards, loans' (checked), 'Building societies' (checked), 'Financial services (general)' (checked), 'Insurance' (checked), and 'Investment' (checked). To the right of the tree view is a summary box for 'Cases found 489 results'. Below this are several filter sections: 'Industry Sectors:' with a list of categories (Banks, credit cards, loans; Building societies; Financial services (general); Insurance; Investment) each with an 'X' icon; 'Campaign Objectives:' with 'None selected'; 'Media & Channels:' with 'None selected'; 'Countries & Regions:' with 'None selected'; 'Target Audience:' with 'None selected'; and 'Budget:' with 'None selected'.

In this example, the search is for financial services case studies from North America.

Start by opening the Industry Sectors option and selecting “All financial services”.

The next task is to specify the North American region ...

Search > Case Finder



The screenshot shows the WARC Case Finder search interface. On the left, there are navigation tabs for 'Objectives', 'Campaign Videos', and 'Awards'. The main search area contains several filter sections: 'Industry Sectors', 'Campaign Objectives', 'Media & Channels', 'Countries & Regions', 'Target Audience', 'Budget', and 'Campaign Duration'. The 'Countries & Regions' section is expanded, showing a grid of checkboxes for various regions, with 'North America' selected. On the right, a summary panel titled 'Cases found 143 results' lists the selected filters: 'Industry Sectors' (Banks, credit cards, loans; Building societies; Financial services (general); Insurance; Investment), 'Campaign Objectives' (None selected), 'Media & Channels' (None selected), 'Countries & Regions' (North America), 'Target Audience' (None selected), 'Budget' (None selected), and 'Campaign Duration' (None selected). At the bottom, there is a 'Reset search' link, a checkbox for 'Only show cases with video', and a 'Find Cases' button.

The region is specified by opening the Countries & Regions section and selecting “North America”.

As the search is built, the selection criteria are summarised.

At the same time, the number of case studies matching the search criteria is displayed as well.

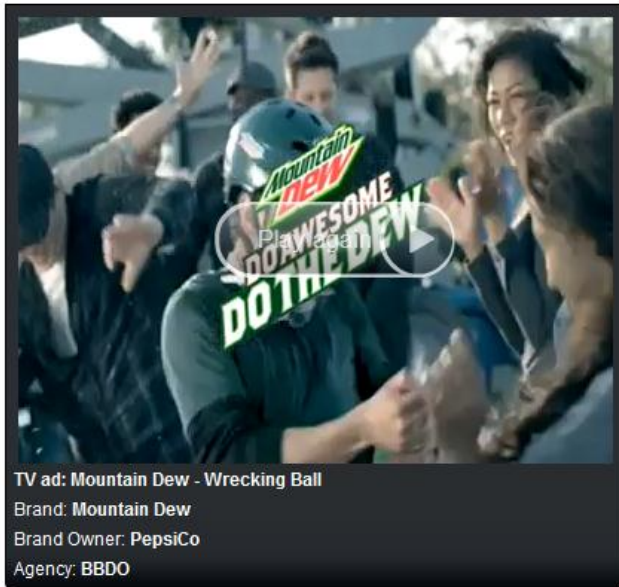
Search > Campaign Videos



Campaign Videos

Search award-winning campaign videos and effective advertising creative. Read the advertising effectiveness case studies behind the videos and save them to your personal Playlist using the buttons below the player.

Please note: videos cannot be downloaded and saved to your computer.



Show Case Study

Add to Playlist

mountain dew

Brand: Mountain Dew
Brand Owner: PepsiCo
Agency: BBDO

Related videos from the same:

Brand Brand Owner Agency



TV ad:
Gatorade -
Before During
After



TV ad:
Gatorade -
Sidney (Split
Screen)



TV ad: Walkers
- Excitement In
Sandwich



TV ad: H2oh! -
Braids



TV ad: Pepsi

The [Campaign Videos](#) page (also in the Case studies menu) features the video content on warc.com (including TV commercials and video cases).

Videos can be word-searched. They are also tagged by Brand, Brand Owner and Agency – exploring these tabs on the right brings up related videos.

The Show Case Study button below the player will open the full case study in which the video features.

2. Site Navigation



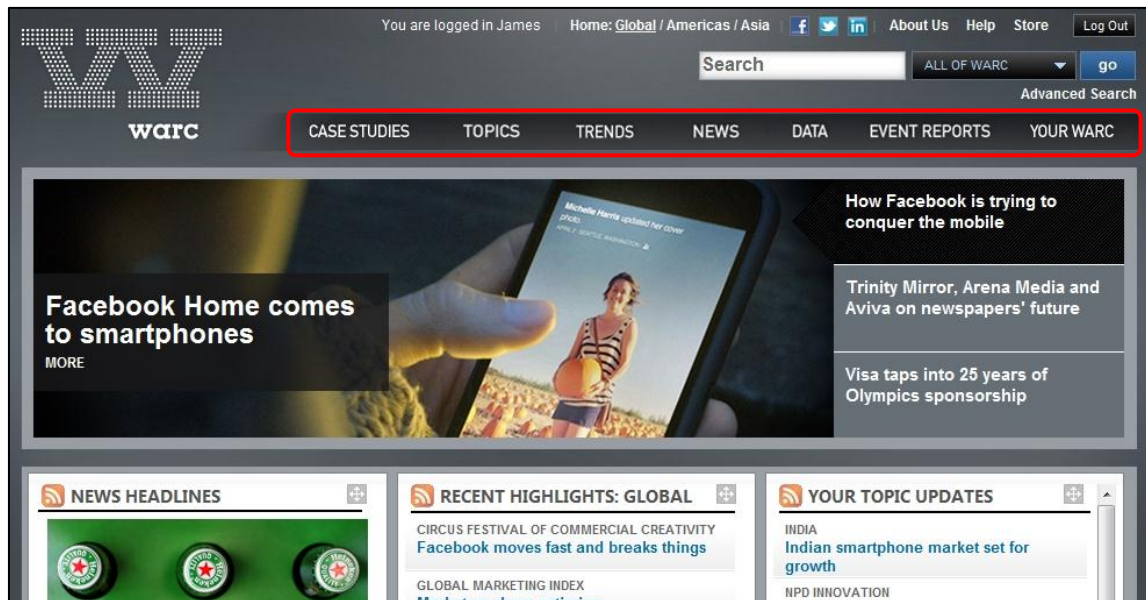
In this section:

- ✓ [Navigation Bar](#)
- ✓ [Case Studies](#)
- ✓ [Topics](#)
- ✓ [Trends](#)
- ✓ [News](#)

Or take a look at:

- [Search](#)
- [Data](#)

Site Navigation > Navigation Bar



The horizontal navigation bar is the route into all of the various content areas of warc.com, including:

- Case Studies
- Topics
- Trends
- News
- Event Reports
- Your Warc

Note: [Data](#) is covered separately in Section 3.

Site Navigation > Case Studies



The **Case Studies** menu offers:

- **[Case Finder](#)**: Search for case studies by industry sector, target audience, media used and more (for further details, see the section on [Search](#)).
- **[Recommended Cases](#)**: Learn how leading brands in different industries achieve key campaign objectives, via a selection of summarised case studies.
- **[Campaign Videos](#)**: search and browse the video content that accompanies many of our individual case studies (for further details, see the section on [Search](#)).
- **[Latest Awards](#)**: the most recent award-winning case studies from leading effectiveness competitions around the world.
- **[Warc Prizes](#)**: features our own annual case study competitions including the Warc Prize for Innovation, Warc Prize for Asian Strategy and the Admap Prize.
- **[Effectiveness Index](#)**: this will direct you to an external website where you will find rankings of the world's most effective agencies, advertisers and brands.

Site Navigation > Topics



CASE STUDIES ▾ TOPICS ▾ TRENDS ▾ NEWS ▾

Topic Pages
The latest on 80+ key topics

- Consumers
- Geographies
- Marketing
- Media & Channels

Latest industry-focused insights

- Alcoholic Drinks
- Apparel & Accessories
- Automotive
- Financial Services
- Food
- Government & Non-profit
- Household & Domestic
- Luxury
- Media & Entertainment
- Pharmaceutical & Health
- Retail
- Soft Drinks
- Telecoms
- Tobacco
- Toiletries & Cosmetics
- Travel & Tourism
- Utilities

Guides
Marketing advice and assistance

Company Profiles
In-depth analysis of 200 global brand owners

Best Practice
Our series of practical "how-to" guides for marketers

Warc Briefings
Quick one-stop overviews of major marketing themes

Warc Index
Browse all Warc papers and case studies by subject

- Communications
- Consumers
- Industry Sectors
- Market Research
- Marketing
- Media

Topics provides short cuts to [Topic Pages](#), our best and latest content on specific industries and topics organised into five broad categories:

- Consumers
- Geographies
- Marketing
- Media & Channels
- Industries

Here you can also access Guides including [Company Profiles](#), [Best Practice](#) and [Warc Briefings](#)

[The Warc Index](#) also offers browsing of all content by subject.

Site Navigation > Topics



- Topics
- Topic Pages**
- Guides
- Warc Index

Topic Pages

Warc Topic Pages provide easy short cuts to our best and latest articles, research papers and case studies on a specific marketing topic or theme. The Topic Pages are organized into five broad categories:

- Consumers
- Geographies
- Industries
- Marketing
- Media & Channels

TOPIC UPDATES

Visit the [Your Topics page](#) to receive weekly email updates when new content is added to your favourite Topic Pages.

Consumers

Information on targeting and reaching individual consumer segments

- Decision Making
- Influencers
- Marketing to Men**
- Marketing to Seniors

- Marketing to Women
- Marketing to Youth
- Multicultural Marketing
- Recession & Recovery



Geographies

Up-to-date content on fast-growth advertising markets and regions

- Brazil
- China
- India
- Latin America

- Middle East & Africa
- North America
- Russia



Selecting [Topic Pages](#) takes you to a shortcut containing the latest insight and information on all 80+ key topics based around the five themes of:

- Consumers
- Geographies
- Industries
- Marketing
- Media & Channels

As an example, selecting Marketing to Men takes you to the following page...

Site Navigation > Topics > Topic Pages



[Home](#) > [Topic Pages](#) > [Marketing to Men](#)

Marketing to Men

Insights on the male mindset and ad campaigns targeting men



RECENT ARRIVALS

[GET UPDATES ON THIS TOPIC](#)

[SEE MORE ON THIS TOPIC](#)

CASE STUDY

Heineken's Legendary Journey: Justifying a premium the world over

Cannes Creative Lions, Grand Prix, Creative Effectiveness Lions, 2013

This global campaign for Heineken, the beer brand, aimed to justify the product's price premium over rivals and maintain sales growth with ads that embraced the company's globalism and universality. It was Heineken's first consistent global campaign across its 170 national markets.

CASE STUDY

Axe Ark: The last limited edition

Cannes Creative Lions, Creative Effectiveness Lions, 2013

This case study demonstrates how the global "Axe 2012" campaign for Axe, the Unilever male deodorant brand, grew value share in Argentina and Mexico. With innovation one of the main foundations of Axe strategy, Limited Edition scents - which are only featured on shelves between six months to a year - generate trial and deliver incremental share.

CASE STUDY

Gillette India: You Shave, I Shave.

Cannes Creative Lions, Creative Effectiveness Lions, 2013

Gillette, the shaving brand, used this campaign to get Indian men to shave more often and to start selling razors to women. Previous versions of the campaign had created the Shave India Movement to give men more reasons to shave and women were the catalyst

WARC RECOMMENDS

BEST PRACTICE

How to market to men

Practical tips, examples and recommended reading

WARC BRIEFING

Marketing to men

Theories and trends in successfully targeting men

CASE STUDY

Axe Excite: Returning To Universal Truths

The male-targeted Cannes Lions 2012 Grand Prix winner



[Consumer Topic Pages](#) like this showcase the most recent and relevant content about the topic.

This includes:

- Case studies
- Best practice
- Company profiles
- Research papers
- Related news

There are 8 consumer topics available to explore.

Site Navigation > Trends



The screenshot shows the WARC website's 'Trends' section. At the top, there is a navigation bar with 'warc' on the left and 'CASE STUDIES', 'TOPICS', 'TRENDS', 'NEWS', 'DATA', 'EVENT REPORTS', and 'YOUR WARC' on the right. Below the navigation bar, the breadcrumb trail reads 'Home > Trends > Latest Trends'. A 'Back to Previous Page' button is visible. On the left, a 'Trends' sidebar menu lists 'Latest Trends', 'Consumers', 'Geographies', 'Industries', 'Marketing', 'Media & Tech', and 'List All'. The main content area is titled 'Latest Trends' and features a 'Coming soon' message. Below this, a large featured article titled 'Downsizing globally' is displayed, dated 'Apr 10, 2013' and categorized under 'Consumers | Geographies'. The article's subtitle is 'The impact of changing household structure on global consumer markets'. Below the featured article, a 'More:' section shows a grid of seven smaller article thumbnails, each with a date, title, category, and a brief description. The thumbnails are: 'The New Newsstand' (Mar 21, 2013, Media & Tech), 'Real-time Response' (Feb 18, 2013, Marketing), 'Low-growth markets' (Feb 11, 2013, Consumers), and 'Tomorrow's big spenders' (Feb 05, 2013, Consumers). A pagination control shows 'Previous' and 'Next' with a series of numbers 1 through 7.

The Trends section is where you can view our most recent trend reports and trend-focused content.

Trends are organised by the following themes:

- Consumers
- Geographies
- Industries
- Marketing
- Media & Tech

Site Navigation > News



[News](#) is updated daily, and offers a digest of what's happening in the world of marketing. You can sign up for [daily news updates](#).

[The Warc Blog](#) provides news and opinion from our team of bloggers around the world, including insight from both the client and agency side, as well as Warc staff.

Site Navigation > Event Reports



A screenshot of the WARC website's 'Event Reports' page. The page has a dark navigation bar at the top with the WARC logo and menu items: CASE STUDIES, TOPICS, TRENDS, NEWS, DATA, EVENT REPORTS (highlighted), and YOUR WARC. Below the navigation bar, there's a breadcrumb trail: Home > Event Reports > Latest Reports. A 'Back to Previous Page' button is visible. The main content area is titled 'Latest Event Reports' and includes a 'List All' link. A sidebar on the left contains navigation options: 'Event Reports', 'Events by region' (Americas, Asia, Global), 'Events by topic' (Marketing, Media, Research), and 'Event Listings'. The main content area features a 'Coming soon' section with a large image for 'ARF Re:think 2013' in New York, Mar 2013, and a list of upcoming events: AME Festival (Shanghai, 8-9 May), IAB Interact (Barcelona, 23-24 May), and ARF Audience Measurement (10-11 June, 2013). Below this is a 'More:' section with a pagination control (Previous 1 2 3 4 5 6 7 Next) and four event cards: 'IEG Sponsorship' (Chicago, Apr 2013), 'Newworks Shift 2013' (London, Apr 2013), 'ESOMAR Asia Pacific' (Ho Chi Minh City, Apr 13), and 'OTC Pharma Asia' (Singapore, Mar 2013).

[Event Reports](#) provide in-depth world-wide coverage of what people are talking about at the latest industry conferences.

In the same menu, you will find our [Event Listings](#) page. This details our own and other upcoming advertising and marketing conferences taking place around the world.

3. Data

In this section:

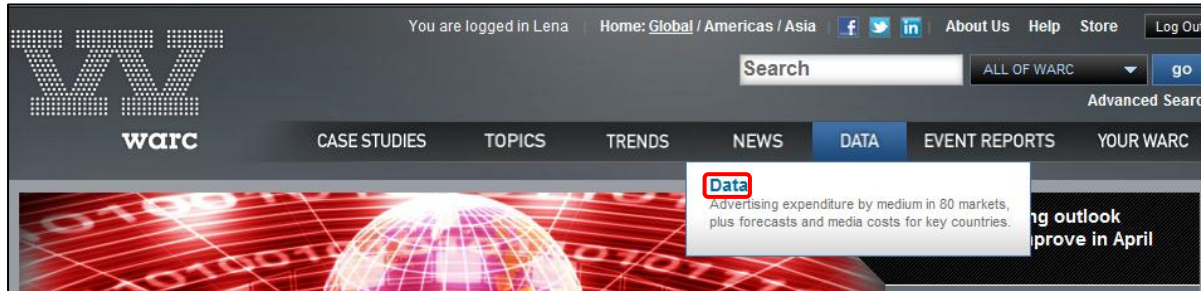
- ✓ [Overview](#)
- ✓ [Data Homepage](#)
- ✓ [Adspend Database](#)
- ✓ [Quarterly Forecasts](#)
- ✓ [Global Media Costs](#)
- ✓ [Other Data](#)



Or take a look at:

- [Search](#)
- [Site Navigation](#)

Data > Overview



The [Data](#) section is the gateway to the latest data on:

- Advertising expenditure from 80 global markets
- Comparison of global media costs for 12 key markets
- Adspend forecasts for 12 key markets
- Media usage statistics
- Warc's Global Marketing Index (GMI), a unique monthly indicator of the state of the global marketing industry.


Data > Homepage



Home > Data

Data

WarC's Data section contains the latest advertising expenditure data from 80 global markets, a comparison of global media costs and adspend forecasts for 12 key countries (view [what we cover](#)). Alongside this you will find a wide range of media usage statistics and useful benchmarking tools to help with the budget-setting process.



ADSPEND DATABASE

Access adspend data (1981-2011) from 80 global markets, with forecasts for 12 key countries.

Takeaway Tables
Ready-made tables for all markets and media (Excel)

Table Builder
Create your own tables according to date, market and medium (Excel)

QUARTERLY FORECASTS

Access the WarC adspend forecasts for 2013-14 for 12 major markets.

International Ad Forecast – NEW
WarC's own ad forecast across seven major media (Excel & PowerPoint)

Consensus Ad Forecast
A consensus of the latest third party ad forecasts (PowerPoint)

GLOBAL MEDIA COSTS

Compare global media costs and access WarC's latest media inflation forecast.

Table Builder
Compare costs by market, medium, target audience and time period (Excel)

Media Inflation Forecast
Future trends for advertising formats in major global markets (Excel)

MY RECENTLY VIEWED (83)

- Carat, Twitter and HSBC: Channel, data and lead ge...
- Art of the Heart: Insights from Thinkbox on creati...
- How the IAB hopes to change digital advertising
- Animal distraction: Geico's disruption of automoti...

VIEW ALL

MY RECENT SEARCHES (112)

- pepsi campaign video
- daily mail
- SUBWAY

VIEW ALL

OTHER DATA

Global Marketing Index – NEW
Browse WarC's monthly marketing indicator

Time Spent by Medium
Data for 50+ markets across seven...

DATA NEWS

- Men lead the way in mobile shopping
- Mobile digital services market booms

HELP & FAQs

- Questions? Browse the FAQs
- Follow @WarCData on Twitter
- Sign up for the Data newsletter

Advertising Association

Expenditure Report

The Data section contains all the statistical advertising expenditure and media usage information that is available on warc.com, including:

- Adspend Database
- Quarterly Forecasts
- Global Media Costs
- Other Data

Data > Adspend Database



- Warc's [Global Adspend Database](#), covering 80 markets, comprises original Warc data plus figures collected from dozens of respected partners around the globe.
- It incorporates adspend data for seven media channels: **newspapers, magazines, TV, radio, cinema, out of home** and **internet**.
- The Adspend Database allows users to access the latest data in two ways:
 - [Takeaway Tables](#): pre-made data tables for all markets and media
 - [Table Builder](#): Create your own data tables (see next page)

Both options enable you to open or save data in Excel format.

- Individual markets are updated on a rolling basis. Global data for a single calendar year is generally released by September of the following year.

(For further queries on the data schedule, contact your [Client Services Manager](#).)

Data > Adspend Database > Table Builder



A screenshot of the 'Adspend Database > Table Builder' web interface. The page has a breadcrumb trail at the top: 'Home > Data > Adspend Database > Table Builder'. On the left is a navigation menu with categories: 'Forecasts & Data' (Home), 'FAQs on Data' (FAQs on Data), 'Adspend Database' (Takeaway Tables, Table Builder, Notes & Sources, Country Listings), 'Quarterly Forecasts' (International Ad Forecast, Consensus Forecast), 'Other Data' (Global Marketing Index, Time Spent By Medium, Television Viewing Trends), and 'Global Media Costs'. The main content area is titled 'Adspend Database > Table Builder' and contains the following text: 'Build your own adspend tables by time period, market and medium. Remember to save your settings if you want access to the same dataset in future. Hit 'Download' to access your data in Excel format.' Below this is 'Media covered: Newspapers, magazines, TV, radio, cinema, out of home, internet.' and a note '(f) denotes forecasts are available.' The interface is divided into two sections: '1 Select Currency:' with radio buttons for 'US \$ (allows access to all data series)' (selected) and 'Local currency (cannot view global & regional data)'; and '2 Output/Preferences:' with checkboxes for 'Current Prices' (checked), 'Constant Prices', and 'Annual Percentage Change'. A note at the bottom states: 'Please note: Global and regional summary data are only available in current prices.'

The [Table Builder](#) enables you to create bespoke adspend reports.

There are four criteria to specify:

- 1. Select Currency:**
Choose between US dollars or local currency
- 2. Output/Preferences:**
Choose adspend figures calculated at current prices or constant prices (2005), and whether to show annual percentage changes

Data > Adspend Database > Table Builder



A screenshot of the 'Table Builder' interface. On the left, there are navigation tabs for 'Country Listings' (with sub-item 'Media Inflation Forecast') and 'Benchmarks' (with sub-item 'Advertising / Sales Ratios (US)'). The main area is divided into three sections. The first section, '3 Select Time Period:', contains 'From:' and 'To:' dropdown menus with '1993' and '2002' selected. The second section, '4 Select Data Series:', contains a tree view with 'France (f)*' expanded, showing a list of series: 'Select All Series', 'Total Adspend', 'Total Newspapers', 'Total Magazines', 'Total Television' (checked), 'Total Radio', 'Total Cinema', 'Total Outdoor', and 'Total Internet'. Below this are 'Germany (f)*', 'Greece', and 'Hungary'. The third section, '5 Save & Download:', contains a checkbox labeled 'Would you like to save your settings for future visits'.

3. Select Time Period:
Specify a start and end period for the query.

4. Select Data Series:
Choose the regions or countries and media (multiple selections are fine).

The resulting data tables can be downloaded and saved in Excel format.

Data > Quarterly Forecasts



Warc's quarterly adspend forecasts include:

- **International Ad Forecast**: This covers 12 key global markets (Australia, Brazil, Canada, China, France, Germany, India, Italy, Japan, Russia, UK and US) and is released four times a year (January, April, July and October). The latest forecast estimates are incorporated into the Adspend Database.
- **Consensus Ad Forecast**: This covers 13 key global markets (as above, plus Spain) and is also updated four times a year (approximately February, May, August and November). This forecast is based on a weighted average of predictions from various sources including advertising agencies, media companies and industry bodies.

Both forecasts look two years ahead and cover the following media channels: **newspapers, magazines, TV, radio, cinema, out of home and internet.**

Data > Global Media Costs



- [Global Media Costs](#) provides a database of comparable global media costs for 51 markets as well as a survey-based [Media Inflation Forecast](#) for key markets.
- The Global Media Costs database allows you to compare media costs across markets, media, target audiences and periods. It aims to provide standardised, summarised information in a comparable format, to help broadly estimate the likely cost of communicating a marketing message.
- Like the [Adspend Database](#), it offers a Table Builder for the creation of bespoke data tables (downloadable in Excel) across a range of countries for which you can specify:
 - Currency: US dollars or local currency
 - Output: Cost per 100 GRPs or Cost per Thousand
 - Target audience: Adults, men, women, children, main shoppers, young adults, upmarket adults, businessmen.
 - Media covered: newspapers, magazines, TV, radio, cinema, OOH, internet
- This data is provided by the global media agency group, OMD. Data is collated from an annual survey. The costs shown are after the deduction of negotiated discounts, but before the deduction of agency commission.

Data > Other Data



Other important media data includes:

- **Global Marketing Index**: Warc's Global Marketing Index, developed in association with World Economics, provides a unique monthly indicator of the state of the global marketing industry, by tracking current conditions among marketers.
- **Time Spent by Medium**: Data from 50+ markets across seven major media (Excel).
- **Top 10 Brands**: Details the top 10 global brands in over 50 international markets. This data is provided by TGI.

Further Guidance



In addition to this User Guide, remember our [Help](#) section is where you'll also find:

- [Key features](#): An overview of key site features and functions
- [FAQs](#): Common queries and questions answered
- [Search Tips](#): Hints on getting the best from search
- [Client Services](#): Contact details for your client services manager
- [Sitemap](#): An overview of all the pages of warc.com

Get in touch

WEB

warc.com

[@WarcEditors](https://twitter.com/WarcEditors)

facebook.com/warc.hub

[Linkedin.com](https://linkedin.com)



LONDON

85 Newman Street

London

W1T 3EX

United Kingdom

+44 (0) 20 7467 8100

enquiries@warc.com

SINGAPORE

20A Teck Lim Road

088391

Singapore

+65 3157 6200

asiapacific@warc.com

WASHINGTON DC

2233 Wisconsin Ave NW

Suite 535

Washington, DC 20007

United States

+1 202 778 0680

americas@warc.com