This version of the Warc User Guide is designed for university users. It excludes the section on Personalisation that’s in the User Guide for business users because these functions require 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 including: Case Studies, Topics, Trends, News, Data and Event Reports.

3. **Data**: Explains how to access Warc’s advertising expenditure data from 90 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:
  
  o *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

There are several ways to filter and refine search results:

- The refinement tools on the left to narrow results (e.g. by date, industry sector, brand, etc)
- The tabs along the top to filter by content type (e.g. case studies, articles)
- The ‘Sort by’ tool to order results by relevance or date
Search > Advanced Search

The Advanced Search (there’s a link just beneath the main search box) 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
Case Finder, found in the Case Studies menu, is a tool for searching and filtering 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...
In this example, the search is for financial services case studies from North America.

Start by opening the Industry Sectors section and selecting “All Financial Services”...
Search > Case Finder

Then open the Countries & Regions option and select “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.
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
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

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).

- **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 Social Strategy, Warc Prize for Asian Strategy, Warc Prize for Connection Strategy and the Admap Prize.

- **Warc 100**: A ranking of the world’s best marketing campaigns based on their performance in effectiveness and strategy competitions.
The Topics menu provides short cuts to the Warc Index, which organises Warc content by subject.

This includes over 100 topics arranged across 11 broad themes, from ‘Brands & branding’ to ‘Target audiences’ (see left).

The Topics menu also points to:

- **Best Practice** content
- **Company Profiles**
- **Strategy Toolkit**, a strategic planning training tool
Selecting **The Warc Index** takes you to an overview page (see left).

From here you can browse all sections of the Warc Index, with onward links to Warc content.

For example, selecting ‘Brand Analysis’ within the first ‘Brands & branding’ heading takes you to the following page…
Topic Pages like this showcase the best and most recent content on a topic – in this case, **Brand analysis**.

This includes key reading selected by Warc’s editors, plus latest articles and, when applicable, case studies.

The blue buttons beneath the page title offer links to specific sub-categories (such as the outlined ‘Brand equity & strength’, left).

**Read this blog post** for more about the Warc Index.
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
News is updated daily, and offers a digest of what's happening in the world of marketing.

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

Event Listings detail our own and other upcoming advertising and marketing conferences taking place around the world.

Warc Webinars offer practical approaches for tackling key marketing challenges. There’s more about them on the next page.
Warc regularly partners with experts and thought leaders in advertising and marketing to present in-depth, task-focused webinars.

On the Warc Webinars page you can register to join upcoming webinars and access previous previous webinars.
3. Data

In this section:

- Overview
- Data Homepage
- Adspend Database
- Forecast Reports
- Global Media Costs
- Other Data

Or take a look at:
- Search
- Site Navigation
The Data section is the gateway to the latest data on:

- Advertising expenditure for 90 markets
- Adspend forecasts for 12 key markets
- Consensus Ad Forecast, aggregating several forecast sources
- Comparison of global media costs for over 60 global markets
- Global Marketing Index (GMI), a monthly indicator of the state of the global marketing industry.
The Data section contains all the statistical advertising expenditure and media usage information that is available on warc.com, including:

- Adspend Database
- Forecast Reports
- Global Media Costs
- Other Data
- Data Articles
Warc's **Global Adspend Database**, covering 90 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, internet* and *mobile*.

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.
The **Table Builder** enables you to create bespoke adspend reports.

There are four criteria to specify:

1. **Select Currency**: Choose between US dollars, Euros, PPPs or local currency

2. **Output/Preferences**: Choose adspend figures calculated at current prices or constant prices (2005), and whether to show annual percentage changes

3. **Select Time Period**: Specify a start and end period for the query (forecasts will show when available)

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.
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 twice a year (June and December). 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 twice a year (approximately January and July). 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 over 60 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

- These data are provided by the global media agency group, OMD. Data are collated from an annual survey. The costs shown are after the deduction of negotiated discounts, but before the deduction of agency commission.
Other important media data includes:

- **Global Marketing Index**: Compiled by World Economics, this 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.

- **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:

- **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
facebook.com/warc.hub
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