



WARC
ideas and evidence
for marketing people

INTRODUCING THE NEW WARC.COM

London, November 15th 2010

Warc, the global provider of marketing intelligence, is delighted to announce the exciting launch of its Beta version of warc.com tomorrow (Tuesday 16th November), with brand new features for an enhanced user experience.

Key features of the new service include an intuitive and easy to navigate user interface, a more powerful search engine, a range of personal customisation options, brand new content and the new Warc Toolbar.

Announcing the new service, Warc's CEO, Rufus Olins, said: "Following the launch of Warc's new identity last year which underlined our position as the global provider of ideas and evidence to marketing people, we have been regularly upgrading our service culminating in the new Beta version of warc.com.

We have made a significant investment in developing the service, which is now much more personalised. We are delighted to be bringing our users state of the art search, more global editorial and new tools for saving content. "

Brand new to warc.com, the Warc Toolbar allows you to save searches, make video playlists and save and annotate documents into personal folders. Plus, a more powerful, faster search engine produces results which can be filtered by region, sector, brand, date and source.

The Beta version will be available alongside access to the more familiar, current service, allowing users to familiarise themselves with the functionality, navigation and tools before switching over to the new warc.com.

Warc Editor, Carlos Grande says: "This has been our biggest project of the year and we have developed the service to incorporate new content including brand new Topic Pages and Briefings, an enhanced data section, more international coverage, takeaway charts and downloadable PowerPoint slides. We look forward to receiving feedback on these exciting changes."

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About Us

Warc is the most comprehensive marketing information service in the world. We are a trusted resource, recognised for the provision of the latest information and cutting-edge thinking.

- We help you make sense of change
- We provide stimulus for your thinking
- We let you see what's on the horizon
- We help you make your case

Our unique online service is relied upon by the global marketing, advertising, media, research and academic communities. Our clients range from the BBC, Coca-Cola, HSBC, JWT, Microsoft, Ogilvy, Publicis and Procter & Gamble, to IPSOS, TNS and top business schools from around the globe. We provide authoritative forecasts of advertising expenditure for all major economies, used by researchers worldwide. Warc.com is the single best source of case studies, best practice guides, marketing intelligence, consumer insight, industry trends and latest news from around the world.

Alongside warc.com we have two other areas of activity:

- Magazines and journals: we publish five highly respected magazines and market leading journals for people working in advertising, marketing, media and research; Admap, Market Leader, International Journal of Advertising, Journal of Advertising Research and International Journal of Market Research.
- Events: we organise a range of premium conferences and seminars covering topical issues of interest to marketing people across the globe.

www.warc.com