

WARC

User Guide for universities

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

The screenshot shows a search engine interface with the following elements:

- Search Bar:** Contains the text "online video effectiveness" and a search icon. A link "Or try Advanced Search" is visible to the right.
- Filters (Left Panel):**
 - Search in:** A list of content types with checkboxes: Case Studies (1,520), Articles (529), Research Papers (110), News (56), and Opinion (15).
 - Show only:** A checkbox for "Recommended" (322).
 - Date Range:** A range from "From 1926" to "To 2017".
 - Search within:** A search box and a checked checkbox for "online video effectiveness".
 - Industry Sector:** A dropdown menu currently set to "Select".
 - Brand:** A dropdown menu.
- Results (Main Panel):**
 - Header: "2,230 results found" and "Sort by Relevance".
 - Result 1:** "Online video" (TOPIC) - Key reading on using online video, including YouTube, in the marketing mix.
 - Result 2:** "Effectiveness" (TOPIC) - Key reading on measuring and optimising effectiveness and return on investment (ROI).
 - Result 3:** "What we know about online video effectiveness" (ARTICLE) - WARC Best Practice, January 2017. Description: "This article explores the current thinking and writing on the effectiveness of online video, and the different ways in which they can be effective: emotional or informative, long or short." Options: VIEW SUMMARY, SAVE, PDF.
 - Result 4:** "How FMCG brands are using online video" (ARTICLE) - WARC Exclusive, February 2017. Description: "This article explains how FMCG brands are using online video to humanise their content, connect with younger audiences, demonstrate brand purpose or build emotional resonance, among other reasons." Options: VIEW SUMMARY, SAVE, PDF.
 - Result 5:** "The eight trends shaping online video ads in 2017" (ARTICLE) - Simon Stone, Admap, January 2017, pp. 38-39. Description: "This article lists the eight trends that will shape the online video industry in the year to come as the market moves beyond standard formats and towards new VoD platforms." Options: VIEW SUMMARY, SAVE, PDF.

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

Type your search here **1** Or try Advanced Search

Fields are optional: use as few or as many as you like.

Find results with:

- 2** this exact phrase
- all these words
- any of these words
- none of these words

Did you know?

> You can also enter Boolean terms like AND, OR, NOT and NEAR into our standard search. [?](#)

> Our [Search Tips](#) have more information about searching warc.com.

Search across:

All Fields **3** These Fields [?](#)

- Title
- Summary
- Full Text
- Author Name

Date range: **4** January 1990 to: May 2017

Select sources:

- Articles
- Research Papers
- Case Studies

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

The screenshot shows the WARC Case Finder interface. At the top, there is a navigation bar with 'WARC' and a red '1' in a square, followed by 'Tools', 'Topics', 'Latest', 'Data', and 'Awards'. To the right of the navigation bar are 'Saved Items' and 'James' with a user icon. Below the navigation bar is a search bar with the text 'Filter by keyword' and an 'Add keyword' button. To the right of the search bar is a 'Filters' section with three checked items: 'Breakfast cereals', 'North America', and '3 - 5 million'. A red '3' in a square is next to the '3 - 5 million' filter. Below the search bar are several dropdown menus: 'Industry Sectors', 'Countries & Regions', 'Campaign Objectives', 'Media & Channels', 'Creative Approach', 'Target Audience', and 'Budget'. The 'Budget' dropdown is expanded, showing a list of budget ranges with checkboxes. A red '2' in a square is next to the '3 - 5 million' and '5 - 10 million' options. Below the dropdowns is a 'Matching cases:' section with a large '5' in the center. To the right of the 'Matching cases:' section is a red 'Find Cases' button with a red '4' in a square. Below the 'Find Cases' button is a 'Reset Search' link.

1

FAST AND PRECISE CASE STUDY SEARCHES

The link to [Case Finder](#) is in the Tools menu, accessible on every page.

2

SELECT YOUR FILTERS

Select from 10 powerful filters: keyword, sector, country, objective, budget and more.

3

MONITOR YOUR RESULTS

See your search build and your results set narrow to a focused set of case studies.

4

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

WARC Tools Topics Latest Data Awards

1 Topics Industry Sectors Geographies

Find articles, case studies and research on more than 70 key marketing topics.

2 Brands & branding

- Campaign development
- Campaign measurement
- Consumer research & insight
- Marketing management
- Marketing strategy
- Media channels & touchpoints
- Media strategy
- Target audiences

- Brand analysis
- Brand partnerships
- Brand positioning
- Brand values & purpose
- Branding & design
- Challenger brands
- Luxury brands
- Private-label brands

3 See All →

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.

NEWS

Coke's growth focus empowers marketers

• GLOBAL: With the appointment of Coca-Cola's first Chief Growth Officer, Francisco Crespo, in March, local marketers will have more autonomy over a growing portfolio, a marketing director says.

NEWS

Android OS is number one in China

• SHANGHAI: Despite Apple's record \$800bn valuation, the iPhone giant continues to struggle in China, as new figures show Google's Android OS enjoying 87% market share in the first quarter of 2017, as more phone manufacturers compete.

NEWS

How brands can beat 'commercial zapping'

• NEW YORK: Brands can help mitigate the impact of "commercial zapping" – where viewers skip ads during TV shows they've recorded – by using more considered approaches to scheduling and creativity, according to a paper published in the ...

NEWS

Patient advocacy boosts AstraZeneca

• NEW YORK: AstraZeneca, the pharma company, successfully tapped into patient advocacy as part of a campaign it developed to kickstart a conversation around opioid-induced constipation (OIC).

NEWS

Healthcare needs a mobile strategy

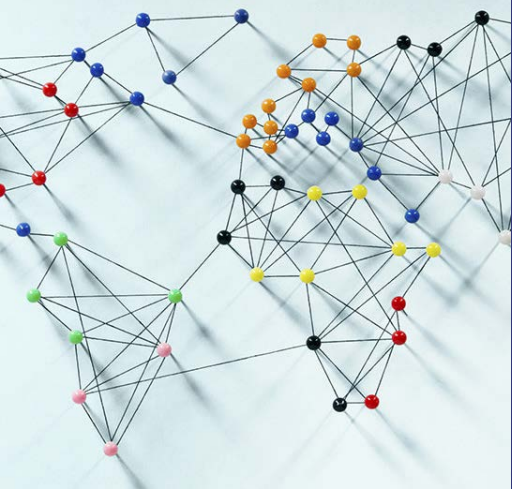
• WASHINGTON: More and more consumers are searching for health information online, with around half searching on their mobile phones; it is incumbent on information service providers to respond to these trends, a new Admap paper argues.

NEWS

India's print medium soars

• MUMBAI: Despite the global slump in print media, the Indian print media industry has grown 4.87% in the decade 2006-2016, according to figures released yesterday.

Data



Ad expenditure for 96 countries and ad forecasts for the largest 12

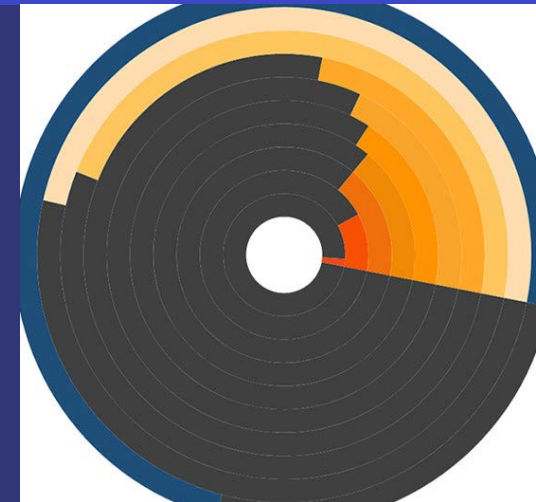


Global media costs for 65 countries plus regular media inflation forecasts

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



warc.com/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

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