



WARC ANNOUNCES THE LAUNCH OF ITS NEW OFFICE HUB IN ASIA

Singapore, January 19th 2011

[Warc](#), the global marketing intelligence service, has opened a new office in Singapore as part of its international expansion. Warc Asia will be headed by Edward Pank, formerly managing director of Bates 141, the Asian creative agency network.

Warc has developed a significant client base in the region, with more than 100 clients, including Pepsi, Standard Chartered, JWT and Times of India. As part of its ongoing investment in Asia, Warc has also launched the [Warc Prize for Asian Strategy](#), the first competition to focus on communications strategy within Asian markets.

Rufus Olins, Chief Executive of Warc, said: "It is difficult to over-estimate the importance of the region and its impact on the rest of the world. Our office in Singapore will mean we can support our customers better while we continue to expand. We are delighted that Ed has joined us."

Pank, who brings over 16 years of experience of working in advertising agencies in both Europe and Asia to his new role, said: "By physically locating the office in Singapore, we hope to bring the unique benefits of Warc to more of the marketing community across the region. The rich information contained within [warc.com](#) can really help brands and businesses in Asia achieve sustained growth and do so in a way that is differentiated from their competitors. It really is an indispensable resource that no marketer should be without."

The new office joins Warc's main headquarters in London, as well as its office in Washington, DC.

About Warc

Warc is the global provider of ideas and evidence to marketing people. Warc's recently re-launched premium online service, [www.warc.com](#), is the largest single source of intelligence for the marketing, advertising and media communities worldwide. You can watch a short video clip about the service [here](#).

Information on [warc.com](#) is drawn from more than 50 international sources. With subscribers in over 100 countries, it is a unique resource relied upon by major creative and media agency networks, market research companies, media owners, multinational advertisers and business schools, to help tackle any marketing challenge. In addition to the online service, Warc publishes five magazines, provides industry data and runs events.



warc
ideas and evidence
for marketing people

Warc has long-standing partnerships with many of the world's leading marketing authorities including the Institute of Practitioners in Advertising, Effies Worldwide, Advertising Research Foundation, American Association of Advertising Agencies, the Account Planning Group and bodies in Australia, New Zealand and Japan. Warc is a privately-owned and independent company and is headquartered in London.

www.warc.com

About Edward Pank

Ed, former Managing Director of Bates 141, was previously a Board Director at RKCR/Y&R in London. He has helped to develop brand strategy and campaigns for Lego, Marks & Spencer, Land Rover, Nokia, Heineken and Sony.

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