This version of the Warc User Guide is designed for academic 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

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
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)
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…
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 …
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

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.
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.
Topics is a shortcut to the latest insight and information on:

- Specific industries (showcased on **Industry Topic Pages**)
- Specific topics (showcased on **Subject Topic Pages**)
- Guides (including **Company Profiles**, **Best Practice** and **Warc Briefings**)
- **The Warc Index**

As an example, selecting Alcoholic Drinks takes you to the following page...
Industry Topic Pages like this showcase the most recent and relevant content about an industry.

This includes:

- Research papers
- Case studies
- Company profiles
- Related news
- Video cases

There are 17 industry topics available to explore.
Similarly, **Subject Topic Pages** showcase relevant content, related to specific subjects.

Selecting a topic (i.e. Consumers) takes you to a series of sub-groups.

Here you can select a specific subject - for example, **Influencers**, which is shown on the next page...
Like the Industry Topic Pages, Subject Topic Pages showcase a selection of recent and recommended content.

Here, this includes:

- Recent case studies involving influencers
- Relevant articles and papers
- A selection of other content chosen by Warc editors
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. 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.
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
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.
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**.)
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
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.
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.**
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.
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
- **Warc Demo**: A video demonstration of warc.com
- **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