What this guide covers

- Searching and search tools
- Navigation and key content areas
- Signing up for WARC News
- Contacting us for further help
Word searching

WORD SEARCH FROM ANY PAGE
Use quotes to search for “exact phrases”. Boolean terms also work (AND, OR, NOT etc).

REFINING RESULTS
Narrow your search by content type, date, extra keywords, sector, brand and more.

TOP HITS
Popular searches prioritise relevant topic pages and best practice guides.

VIEWING AND SAVING
Articles can be viewed (click title), previewed (view summary) or downloaded as PDFs.
### Advanced search

#### Find it on any page
The link to **try Advanced Search** is always beside the main search box.

#### Specify your search terms
Build layers of terms: exact phrases, key words and any specific words to exclude.

#### Focus your fields
Confine your search to title, summary, full text and/or author name matches.

#### Set your date and sources
Specify the date range and the individual content sources for your search.

<table>
<thead>
<tr>
<th>Fields are optional: use as few or as many as you like.</th>
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<tr>
<td>Find results with:</td>
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<td>this exact phrase</td>
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<td>all these words</td>
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<td>any of these words</td>
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<td>none of these words</td>
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> You can also enter Boolean terms like AND, OR, NOT and NEAR into our standard search. For more information, visit our [search tips](#).

**Search across:**
- All fields
  - Title
  - Summary
  - Full text
  - Author name

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

**Select sources:**
- Articles
- Research Papers
- Case Studies
Case Finder

FAST AND PRECISE CASE STUDY SEARCHES
The link to Case Finder is in the Tools menu, accessible on every page.

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

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

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

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.

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**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.

**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.

**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 ...

**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).

**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.

**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 counties 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
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
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
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