

# User Guide

## FIRST AND FOREMOST

[My WARC](#) – Ensure your content, channel and category settings are up to date for a more tailored and targeted experience on WARC. Set which daily/weekly bulletins you would like to receive - content directly to your inbox!

## RESEARCH, INFORMATION AND BENCHMARKING

[Tailor your searches](#) on WARC more effectively and browse by specific topics, categories or geographies

[The Feed](#) – Bite size nuggets of daily content and news on the go

[Case Finder](#) – Benchmark your work against 20,000 + case studies showcasing celebrated and winning campaigns globally

[WARC Guide Reports](#) – Our monthly commissioned reports offering an in depth and full 360 overview on a specific trend or pressing topic within marketing ie Conscious Media Investment, Shoppable Media, Future of Identity

[WARC Talks](#) – A series of talks including podcasts and webinars covering today's pressing marketing challenges. Direct access to thought leadership and insights from global CMO's and Marketing Directors

## BEST PRACTICE

*The fundamentals and core information you need right at your fingertips!*

**WARC exclusive** – A collection of reports and articles featuring ideas and guidelines for the most effective marketing strategies, including What we know about, What's Working In reports and Spotlight series.

["What We Know About"](#) series – Covering a range of marketing topics

["What's Working in"](#) series – Category and Channel intelligence

## LEARNING AND DEVELOPMENT

*7 Modules across Marketing & Brand Strategy, Consumer Insight and Campaign Development*

[The WARC Strategy Toolkit](#) – This is an online learning course to sharpen your team's strategic thinking skills around brand strategy, consumer insight and campaign development - More than 70% of the content has been updated in 2021, with voices and examples from across the globe. There are 80 new articles and 35 new case studies in total to learn from

## || WARC Data Premium

*Back up your insights and strategic recommendations with the numbers and data behind it*

### [Interactive Data Dashboard](#)

Find what you need before you need it. Visualise, filter and export verified media data and forecasts on the fly with our innovative and easy to use interactive tools.

Query quarterly data across markets, ad formats, product categories, consumer demographics and platforms in a single place, all via our intuitive chart builder format.

[Category Adspend reports](#) – Lead your clients with evidence on optimal media channel investment across 19 major categories

[Global Ad Trends](#) – Bi-monthly series of reports that summarise the latest research from WARC's Data platform

(cont. WARC Data)

**Ad Formats** – Investment forecast at the media and format level across key markets

**Data Points** – Strengthen your pitches and recommendations with rigorous category, market and consumer data points, updates weekly - download as PDF or PowerPoint!

**Media Consumption Data** – Understand audience patterns! WARC Data has partnered with GWI (formerly GlobalWebIndex) to provide media consumption data across a number of traditional and digital channels in 47 major markets

**Campaign benchmarking** – Benchmark your campaign using media splits from successful campaigns

**Brand Advertisers** – Data showing the total spend and % share of overall revenue, of leading global advertisers. More than 100 profiles!

**Media Owner Profiles** – Advertising revenue for major players including Amazon, ITV, Netflix, JCDecaux

## + WARC Plus

*Get the information you need quickly*

**WARC Plus** is a confidential research service that answers a vast array of marketing and media questions with direct access to WARC's team of researchers.

- Submit your brief to the WARC Plus team – We recommend more strategic questions related to improving the effectiveness of your marketing and media to align with WARC's expertise
- Receive back a summary of the most relevant content - put together by our team of analysts/marketing consultants
- Have your answers fast – within 48 hours - 2–3 page report summarising key insights and takeaways consisting of case studies, best practice, data and partnered content

## ^ WARC Rankings

**WARC Rankings** are the ultimate benchmark for marketing, celebrating excellence in **creativity, media and effectiveness**. We combine the winners' lists from the industry's most important global and regional awards shows to establish the annual worldwide league tables for the advertising industry. We offer the following rankings:

- WARC Creative 100 The world's most awarded campaigns and companies for creativity
- WARC Media 100 The world's most awarded campaigns and companies for media
- WARC Effective 100 The world's most awarded campaigns and companies for effectiveness
- Subscribers can also benefit from a bespoke [Table Builder](#) to analyse, contrast and compare the rankings data, as well as access to [Reports & Research](#) providing in-depth coverage and lessons learnt, based on the winners and trends each year