



WARC – World Advertising Research Centre



World Advertising Research Centre: - (WARC), provides a comprehensive collection of intelligence for the marketing, advertising, media and research communities worldwide. Information on WARC is drawn from its own publications and those of its partners, which together represent an unparalleled body of knowledge within the above subject disciplines.

1. What's available?

WARC is a comprehensive source of Marketing Communications spanning over 45,000 articles, case studies, research reports and summaries, augmented with best practice papers, practical guides, daily news, email bulletins, statistical data. WARC is designed for: Marketing Communications students, Advertisers, Market researchers, Advertising and Media agencies worldwide, it brings together experience from experienced industry practitioners.

2. Searching on WARC:

There are three ways to get the information you want from WARC: **Quick search**, **Advanced search** or **Browsing** through the range of resources available.

2.1 Quick Search: You can conduct a keyword search by typing the desired word(s) into the Search box and click 'Go', this is ideal for getting a general indication of the material available based on the keywords used.

2.2 **ADVANCED SEARCH** This enables you to perform a tailored search of the database based on specified criteria. A precision search can be performed by using any combination of the following criteria:

- Find results – by,
 - i. Exact Phrase
 - ii. All of the specified words,
 - iii. At least one word,
 - iv. Without a specified word/s,
 - v. Words near each other.

You can also opt to use Boolean operators (AND – OR – NOT) to combined specified words with any of the other search criteria.

- Search within – You can specify that your search should only be performed within
 - i. Full text,
 - ii. Titles only,
 - iii. Summaries only, or
 - iv. Authors only.

Date – specify a date range for your search

Publication or Source - select any or all of WARC's content sources for your search.

2.3 Browse / Easy Access: Easy access to essential knowledge arranged under key topic just below the search box. You can further refine your results by using a specific search criterion to search within the desired key topics. The search criteria are: All subjects – Business objectives – Marketing – Advertising – Media – Find case study – Product category – Consumers – Brands – Data. There is a topic tab for all these within the search screen.

2.4 Find a Case Study: Click on the [find case study](#) tab and a new drop menu search box will appear, select the type of case study you are looking for. The following are some of the options available from the drop menu: Product category, Medium, Campaign objective, Country / Region and Target audience. Case studies can also be searched by Brand, Advertiser and / or Agency.

3. Search Results: Search results are listed according to their relevancy to the search criteria specified but you can opt to view for example; only *articles*, *cases* or *news*. You can also further refine your search results: by Date, Type of source and by selecting more detailed search terms.

3.1 View Articles: Every article found has a full summary and a link to the full text version; some provide a link to more articles similar to the one on view. A range of options is available for assessing, viewing, downloading, saving and printing individual articles:

- Format of Document – Articles can be viewed as HTML (default) or can be downloaded as PDF.
- Type of Article – On the right side of the articles list, there is an indication of the nature of the document being viewed, for example NEWS, ARTICLE, CASE STUDY etc.
- Selecting articles – You can select individual articles from the results screen for either printing or e-mailing to a selected address. More than one article can be selected by checking the tick boxes on each article then choose to Print, e-mail or add them to **MY Folder** for future use.
- Article Viewer – When you download a full article, a separate article viewer will open on the screen. From here, aside from viewing the article, you can print it, add it to My Folder, change the format, and the font size when viewing on screen. There are also some additional handy features:
 - a) **More like this:** Lets you view other articles that appear in the same index categories as your original article selection
 - b) **Show me:** Highlights where your search terms appear in the article
 - c) **Grab Reference:** Enables you to store the article reference in MY Folder and add it to your working document.

4. EXTRA SERVICES

1. **My Folder:** Allows you to store selected articles for later use. Within My Folder you can create up to 5 sub-folders in which to store selected articles. Here you can also view My Grabbed References which you can easily copy into your reports or documents you are working on.
2. **My WARC:** Useful for signing up for, manage and review email alerts that you decide to receive from WARC. This also allows you to view and amend the E-mail Services that you have opted for.
3. **Alerts:** You can set Topic Alerts to be notified when a new paper is added to any of the specific subject categories on WARC. The different categories can be browsed via All Subject tab and 8 other Topic tabs that form the horizontal top menu on every page. To set up an Alert:
 - a. First select your main topic from the tabs on the top menu (e.g. ‘Advertising’)
 - b. Now select a sub-category from the left hand menu (e.g. ‘Strategy development’)
 - c. then, click “Add to my Alerts” link found below the sub-category heading
 - d. Each time a new paper is added to the ‘Advertising > Strategy development’ category, you will be notified by e-mail.