

WARC

Your global authority on advertising and media effectiveness

By creating and curating proven best practices and case studies from the world's leading brands for every step of the advertising process, WARC helps its clients stay informed about the approaches that have worked and maximize returns on advertising investments.

Why WARC

Recommended by 97% of our clients*, WARC is a one-stop-shop that planners, strategists, marketers, and researchers use every day. With WARC, you will:

- Support business proposals with unbiased third-party research
- Know what top brands—and your competitors—are doing to be successful
- Gain inspiration for communications planning
- Quickly get yourself and your team up-to-speed on advertising intelligence

1,000+ organizations around the world choose WARC to get the:

- **Best global perspective:** Recognizing that brilliance can come from anywhere, WARC features what's working across the globe.
- **Voice of the practitioner:** WARC showcases real experiences, challenges, and results directly from the minds behind them.
- **Credible content:** WARC partners with 50 respected sources—then fills the information gaps most requested and valued by you with proprietary content and analysis.



Visit www.warc.com/partners to view our full partner list.

What you get

WARC is a yearly subscription that gives you unlimited access to:

CONTENT

Best practice briefs. We get you're busy—that's why we've added 250+ articles that quickly summarize important topics.

Brand and category intelligence. We're making it easier than ever to get insights organized by industry so you can quickly see what brands are doing to be successful.

Marketing conference coverage. We cover over 100 of the biggest events worldwide so you can know what the biggest and best brands are doing—without leaving your desk.

Exclusive ad spend data. Get global ad spend data for the last 35 years, forecast reports, global media cost comparisons, and industry benchmarks you can't find anywhere else.

Webinars. From ESPN to Facebook, we partner with pioneers in the industry to give you the chance to learn directly from your peers.

TOOLS

Case Finder. Slice and dice 11,000 award-winning effectiveness case studies (including exclusive case studies collected from our own WARC Prizes) by campaign objective, metrics, target audience, and more in just a few clicks.

Strategy Toolkit. Enhance your and your team's strategic thinking skills with this seven-part marketing course.

WARC 100 Table Builder. Create custom comparisons and benchmark your organization's commercial creativity against our database of over 2,000 award winners in 79 competitions.

Pitch Builder. Find shortcuts to the knowledge and insight you need for your next proposal.

SUPPORT

Dedicated advisor. Every client gets paired with a Client Services Manager dedicated to ensuring your organization gets what it needs from WARC.

WARC Plus. Short on time? Submit a research question and get a response within two business days. Contact americas@warc.com to learn more.

Who uses WARC

Used and trusted by 70,000+ executives at the world's top advertising and media agencies, brands, media owners, research companies, and universities, WARC is *"a key partner in enabling us to move at the speed of modern marketing."* – John Kenny, Chief Strategy Officer, FCB Chicago



Find out more:

Contact us to discuss how WARC can help you find the answers you need at 202-778-0680 or americas@warc.com.



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