

WARC



What is it?

WARC is an online service offering advertising best practice, evidence and insights from the world's leading brands. WARC helps clients grow their businesses by using proven approaches to maximize advertising effectiveness. WARC also publishes leading journals including Admap, Market Leader, the Journal of Advertising Research and the International Journal of Market Research. In addition to its own content, WARC features advertising case studies and best practices from more than 50 respected industry sources, including: The Advertising Research Foundation, Cannes Lions, Effie Worldwide, Association of National Advertisers, ESOMAR, 4A's, The IPA and DMA.

How do I access it?

1. Go to the AAU Library homepage at library.academyart.edu.
2. From the drop-down menus near the top of the homepage go to **Find Resources** then select **Online Resources**. Under **Business & Company Information** or **Advertising Resources**, you can access the database by clicking on **WARC**.

How does this help me?

WARC provides valuable information on advertising, merchandising, marketing, and market analysis through their expert compilation of case studies, company reports, trend reports, and consumer insights. The website features categories that cover such major themes as News, Data, and Events. Some of the key features are:

Topics Pages The latest in 80+ key topics, including branding, campaign development, media strategy, industry sectors and more.

Strategy Toolkit Modules that help you develop your strategic thinking.

Company Profiles In-depth analysis of 200 global brand owners.

Best Practice Key WARC papers on marketing best practices.

WARC Briefings Quick one-stop overviews of major marketing themes.

WARC Index Allows you to browse all Warc papers and case studies by subject: Communications, Consumers, Industry Sectors, Market Research, Marketing, Media.

Topics Include

- Alcoholic Drinks
- Apparel & Accessories
- Automotive
- Financial Services
- Food
- Government & Non-profit
- Household & Domestic
- Luxury Goods
- Media & Entertainment
- Pharmaceutical & Health
- Retail
- Soft Drinks
- Telecoms
- Tobacco
- Toiletries & Cosmetics
- Travel & Tourism
- Utilities

Any Questions?

Please use the *Ask a Librarian* link on the library homepage.