

## MBS Library Service

# WARC: Marketing & Advertising Research

### Introduction

The WARC (World Advertising Research Centre) database contains over 25,000 articles, case studies, research reports and conference papers for a wide number marketing, advertising and media communications topics. Data is drawn from more than 30 leading content sources worldwide including Admap, International Journal of Advertising, ESOMAR and Journal of Advertising Research.

Use WARC to locate research on a wide number marketing, communication and advertising areas such as:

- Advertising Expenditure/Statistics/Research
- Agency/Brand/Company Profiles
- Brand Profiles
- Campaign Case Studies
- Company Profiles
- Customer Satisfaction/Loyalty/Relationships
- Marketing Communications
- News & Events
- Pricing & Pricing Research
- Account Planning
- Brand Value/Evaluation
- B2B Marketing
- Company/Brand Case Studies
- Consumer Target Groups
- International Marketing
- Media Planning/Buying/Research
- Packaging and Labelling

### How can WARC.com help me?

WARC's comprehensive marketing intelligence is used by global marketing, advertising, media, research and academic communities. Use WARC data to:

- Substantiate marketing ideas, concepts & strategies
- Examine latest market developments, current thinking, theories and best practice
- Keep up to date with latest news and events
- Analyse major brand owners market positions and marketing strategies
- Identify growth opportunities for marketing briefs/pitches

### Accessing WARC

- WARC can be accessed via the Electronic Resources section of the MBS Library Website:

<http://www.mbs.ac.uk/library>

- Select "**Databases**", "**Markets and Sectors**"
- **Note:** Your University "Central" username and password is required for off-campus access

### Search Tips

- Use the Basic or Advanced search to search across all content
- or
- Use the Navigation menu to view content by topics/sub-topics

<http://www.mbs.ac.uk/library>

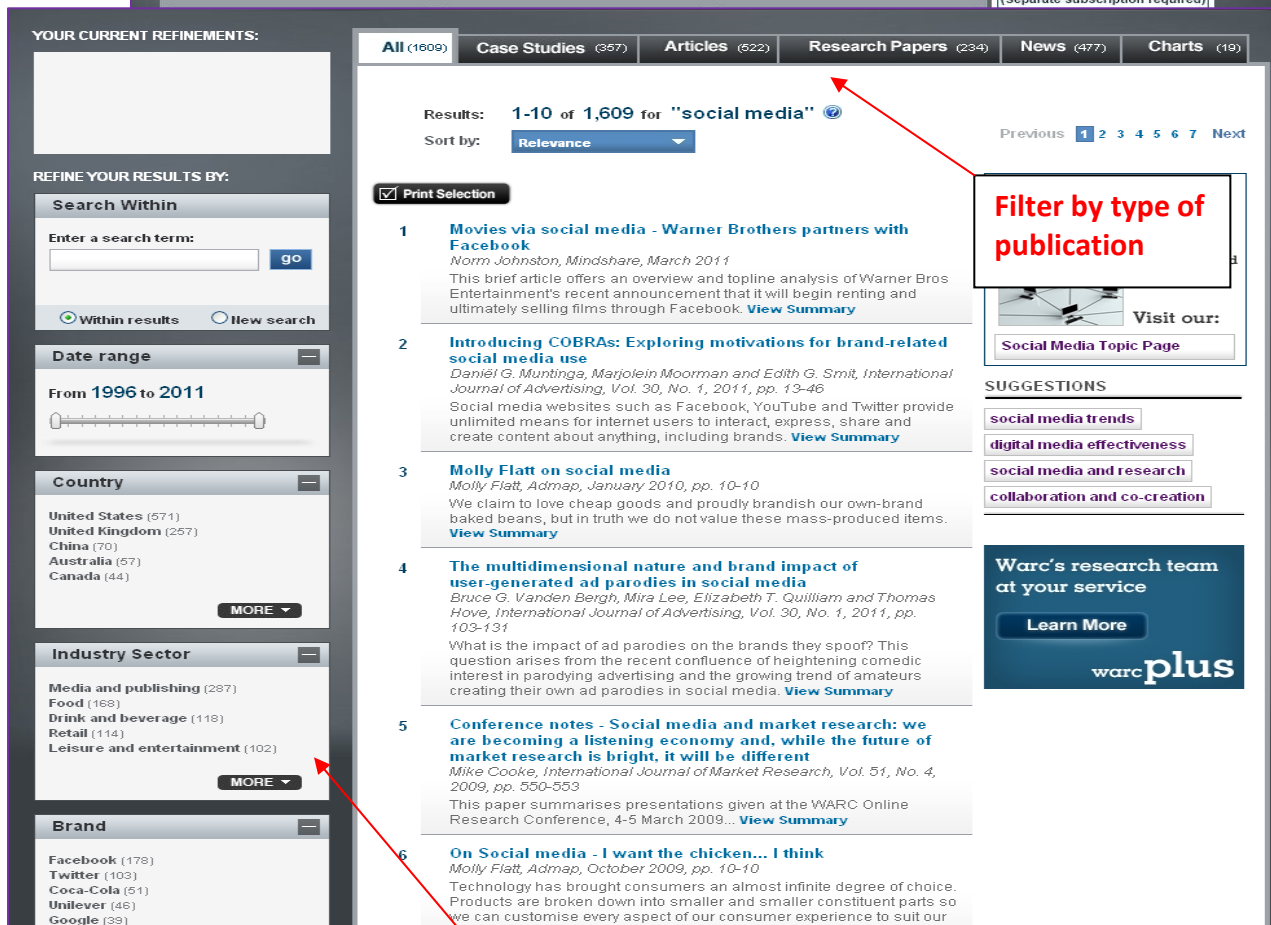
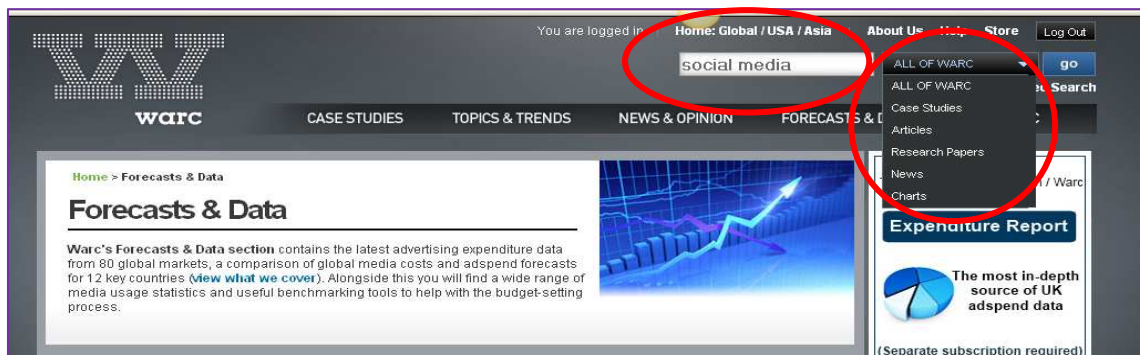
# Searching WARC Basic /Advanced search

### Basic Search

- Enter keyword/s in search box and select options to search across all content or selected categories.
- Select Go
- Use filters on results screen to filter by type of publication, date range, region, industry sector, brand or source

### Advanced Search

- Use the Advanced search to set further search options eg: date, source of publication



Additional  
Filters

## Searching WARC Navigation Menu

- Use the Navigation menu to view content by topic and related sub-categories. Topics include:
  - Case Studies:** browse cases (by sector/campaign/media channels/region), campaign videos (by brand/brand owner/agency, latest awards)
  - Topics & Trends:** shortcut to the WARC index, topic pages, company profiles, WARC briefings and best practice papers
  - News & Opinion:** browse latest bulletins, conference papers, blogs, quotebank, classic speeches and event listings
  - Forecasts & Data:** browse preformatted datasets or customise data for advertising expenditure, forecast reports, global media costs, benchmark data and media trends
- Select a category to view sub-menus, see below example of finding case studies using the Case Finder

The screenshot shows the WARC website's navigation menu and the Case Finder interface. The navigation menu includes: CASE STUDIES, TOPICS & TRENDS, NEWS & OPINION, FORECASTS & DATA, and YOUR WARC. The Case Finder interface is highlighted with a red circle. It features a search bar, a list of filters (Industry Sectors, Campaign Objectives), and a 'Find Cases' button. The results page shows a list of case studies, including 'Unilever: New Lynx Rise Wake Up and Stay Alert', 'Microsoft Corporation: Microsoft Windows 7 Launch Parties', and 'Ford Fiesta - Fiesta Movement'.

**Advanced Search**

**CASE STUDIES** TOPICS & TRENDS NEWS & OPINION FORECASTS & DATA YOUR WARC

WARC offers thousands of effectiveness case studies from across the world charting the success strategies of winning brands in every sector and market.

**Case Finder**  
Pinpoint the evidence you need – competitive intelligence, strategy support and fresh ideas from other markets.

**Campaign Videos**  
Watch the creative that innovative and market-leading brands have used.

**Latest Awards**  
Browse campaigns from including Effies, IPA and more.

**Warc Prizes**  
Enter our annual case study WARC Prize for Asian Success.

**promotions country, 2010**

**Home - Case Finder**

Back to Previous Page

**Case Studies**  
**Case Finder**  
Campaign Videos  
Latest Awards

**Case Finder**

Use the Case Finder to pinpoint the ideas and evidence you need from thousands of award-winning advertising effectiveness case studies.

**Industry Sectors:**

**Campaign Objectives:**

Find cases matching:

- At least one of my selections
- My exact selections

Brand launch  Global branding

Brand relaunch, reposition  Increase awareness

Build brand equity  Increase brand loyalty

Build, defend brand position  Increase sales, volume

Change brand image  Maintain price premium

Develop, revitalise market  Market share - increase

Drive web traffic  Retain existing customers

Employee relations, recruitment  Social, political and non-profit aims

Financial, shareholder relationships  Support event, sponsorship

Other

**Cases found 33 results**

**Industry Sectors:**  
None selected

**Campaign Objectives:**  
Brand launch

**Media & Channels:**  
Word of mouth and viral

**Countries & Regions:**  
None selected

**Target Audience:**  
None selected

[Reset search](#)

Only show cases with video

**Find Cases**

**YOUR CURRENT REFINEMENTS:**

Brand launch

Word of mouth and viral

**REFINE YOUR RESULTS BY:**

**Search Within**

Enter a search term:  
 **go**

Within results  New search

**Date range**

From 2009 to 2010

**Country**

United States (16)  
United Kingdom (6)  
Germany (4)  
Australia (4)

**All (33) Case Studies (33)**

Back to Previous Page

**Results: 1-10 of 33**

Sort by: **Date: newest first**

**Print Selection**

- Unilever: New Lynx Rise Wake Up and Stay Alert**  
*Direct Marketing Association - UK, Bronze award, 2010*  
Unilever wanted the Lynx Rise launch to be accompanied by conversational buzz and encourage consumers to interact with the brand. [View Summary](#)
- Microsoft Corporation: Microsoft Windows 7 Launch Parties**  
*Direct Marketing Association - US, Bronze, ECHO Awards, 2010*  
Microsoft wanted to reach tech enthusiasts and influencers to help promote Windows 7. Since a key component of the marketing message was that the wishes of regular users everywhere were taken into consideration, the company wanted Windows 7 to be explored and shared by friends and family. [View Summary](#)
- Ford Fiesta - Fiesta Movement**  
*Jay Chiat Strategic Excellence Awards, Bronze, Social Media Strategy, 2010*  
Team Detroit Dearborn helped Ford Fiesta to gain credibility with the young, city-dwelling Fiesta target audience. [View Summary](#)

## Research support & contact details

### Further Support

A full research and enquiry service is available across the Eddie Davies Library & Precinct Library during core hours. You can contact us in person, or alternatively by telephone or email.

#### Eddie Davies Library

Manchester Business School (West)  
Booth St. West.  
Manchester  
M15 6PB  
Telephone: +44 (0)161 275 6507

#### Precinct Library

Manchester Business School (Crawford House)  
Oxford Rd.  
Manchester  
M13 9QS  
Telephone: +44 (0)161 306 3200

Email: [libdesk@mbs.ac.uk](mailto:libdesk@mbs.ac.uk)

Web: <http://www.mbs.ac.uk/library>

Alternatively try our **Business Answers 24/7**, a searchable database of frequently asked questions, providing guidance on the library databases or our **Business Research Plus** blog providing useful tips on business research topics.

**Manchester Business Answers 24/7:** <http://www.mbs.ac.uk/bizlib247>

**Business Research Plus:** <http://bizlib247.wordpress.com>



Keep up to date with the latest library news via our RSS feed or follow us on Twitter