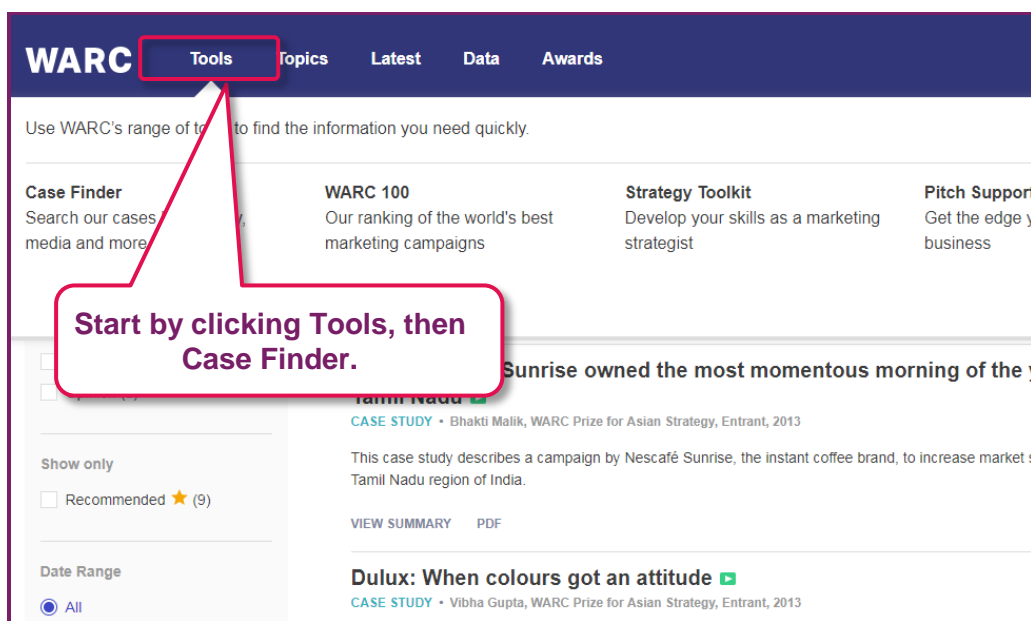


How to find Case Studies in WARC

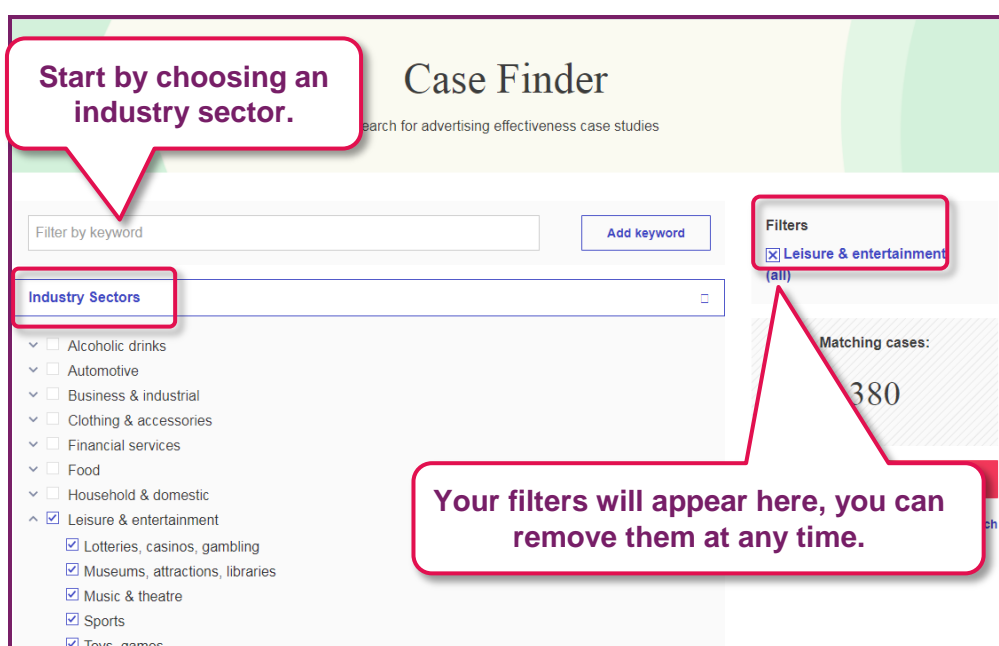
WARC (World Advertising Research Center) is a database containing articles, case studies, videos and other resources about advertising and marketing campaigns.

Connect to **WARC** through the [moodle database course](#) or the [library website](#).

To start searching for case studies, go to Tools at the top of the screen, then **Case Finder**.



You can search for a keyword within the case studies, but we recommend filtering the case studies instead.



The screenshot shows the WARC search interface. At the top, there are navigation tabs: Tools, Topics, Latest, Data, Awards. Below the search bar, there are filter sections for Industry Sectors and Countries & Regions. The Countries & Regions section has checkboxes for Africa, Asia, Australia & New Zealand, Europe (excl. UK), Global, Latin America, Middle East & North Africa, North America, and United Kingdom (which is checked). A callout box points to the United Kingdom checkbox with the text: "Filter the results to only include regions covered." Another callout box points to the "Leisure & entertainment (all)" filter in the Filters section with the text: "Use the filters to further narrow your results until you have a manageable number here, then click Find Cases." The search results show "Matching cases: 122" and a "Find Cases" button.

The screenshot shows the WARC search results page. At the top, there are navigation tabs: Tools, Topics, Latest, Data, Awards. Below the search bar, there are filter sections for Search in, Date Range, Search within, Industry Sector, and Brand. The Search in section has checkboxes for Case Studies (122), Articles (15), Research Papers (9), News (0), and Opinion (0). The Date Range section has radio buttons for All, Last year, Last three years, Last five years, and Set date range. The Search within section has a search box. The Industry Sector and Brand sections have dropdown menus. The search results show "122 results found" and a list of case studies. A callout box points to the title "Barbie: Imagine The Possibilities" with the text: "Click a title to see a Case Study." Another callout box points to the filter sections with the text: "You can use these filters to narrow your search results further." The case studies listed include "Barbie: Imagine The Possibilities", "Fitness First: Putting Our Members First", "Gala Coral: #Cheltenham", and "Making The Rugby World Cup 2015 too big to miss".

WARC Tools Topics Latest

Search for best practice, case studies, research and more

Or try Ac

Use these tools to print or save the case study.

Fitness First: Putting Our Members First

Marketing Society UK, Excellence Awards, Winner, Building customer relationships.

SUMMARY

This case study identifies its core UK audience and

- Fitness First... and premium clubs.
- Keen to reposition itself as a passionate brand that cares for its customers, it launched a CRM campaign that focused on customer analysis in order to provide a better fitness plan, while also providing support material on how to assist customers, inspire them, and support them.
- The segmented data which allowed staff to engage with users, also contributed to the campaign's creative approach, as targeted ads in both social media and digital platforms, cinema spots, OOH, print and radio allowed for a more precise targeting of its audience.
- The campaign saw a 10% increase in member satisfaction, and a 13% increase in core membership applications.

Here is the case study, scroll down to see data and analysis.