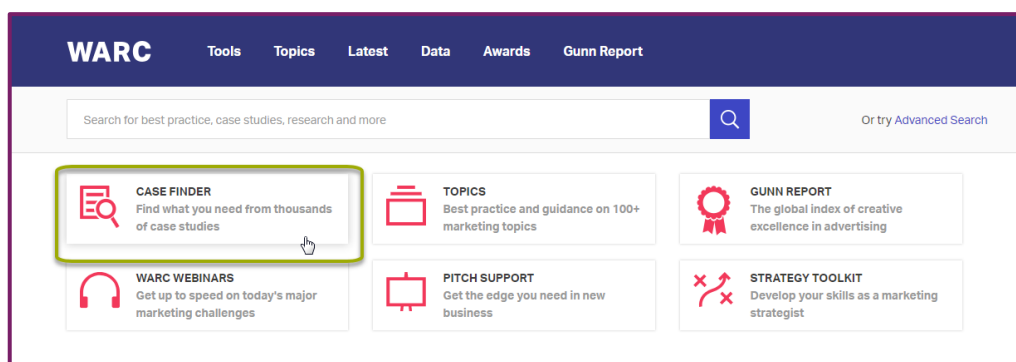


How to find Case Studies in WARC

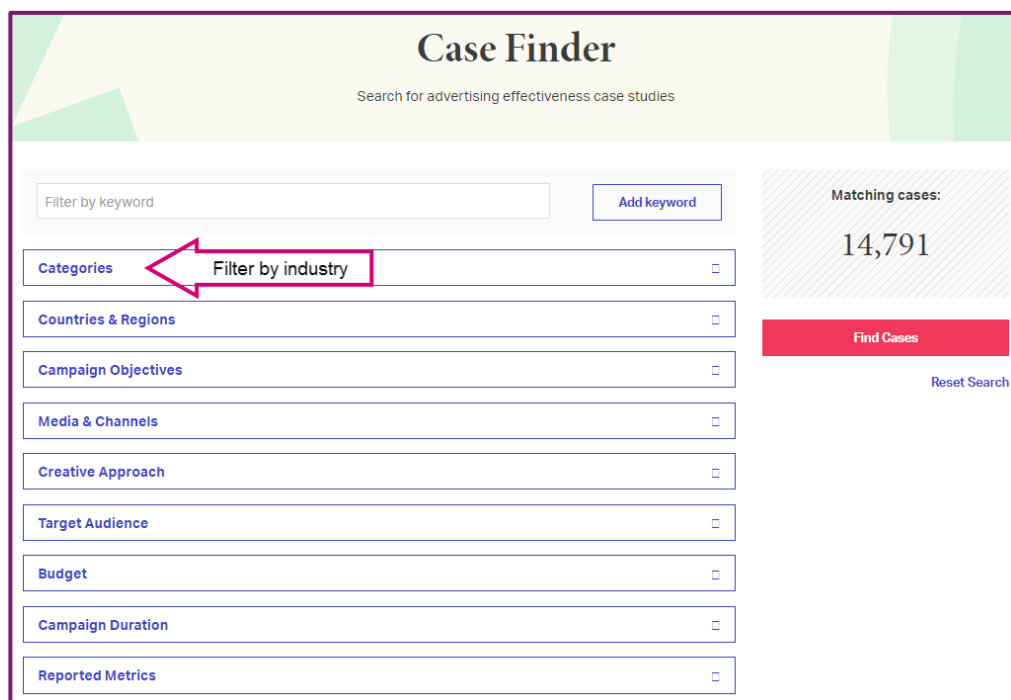
WARC (World Advertising Research Center) is a database containing articles, case studies, videos and other resources about advertising and marketing campaigns.

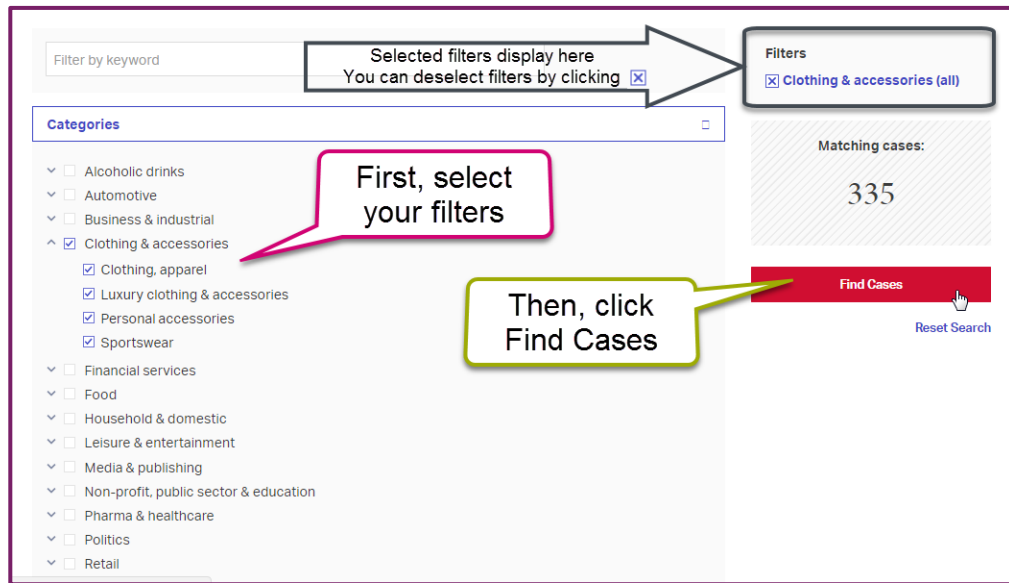
Connect to **WARC** through the Moodle database course or the [library website](#).

To start searching for case studies, select CASE FINDER on the WARC homepage.

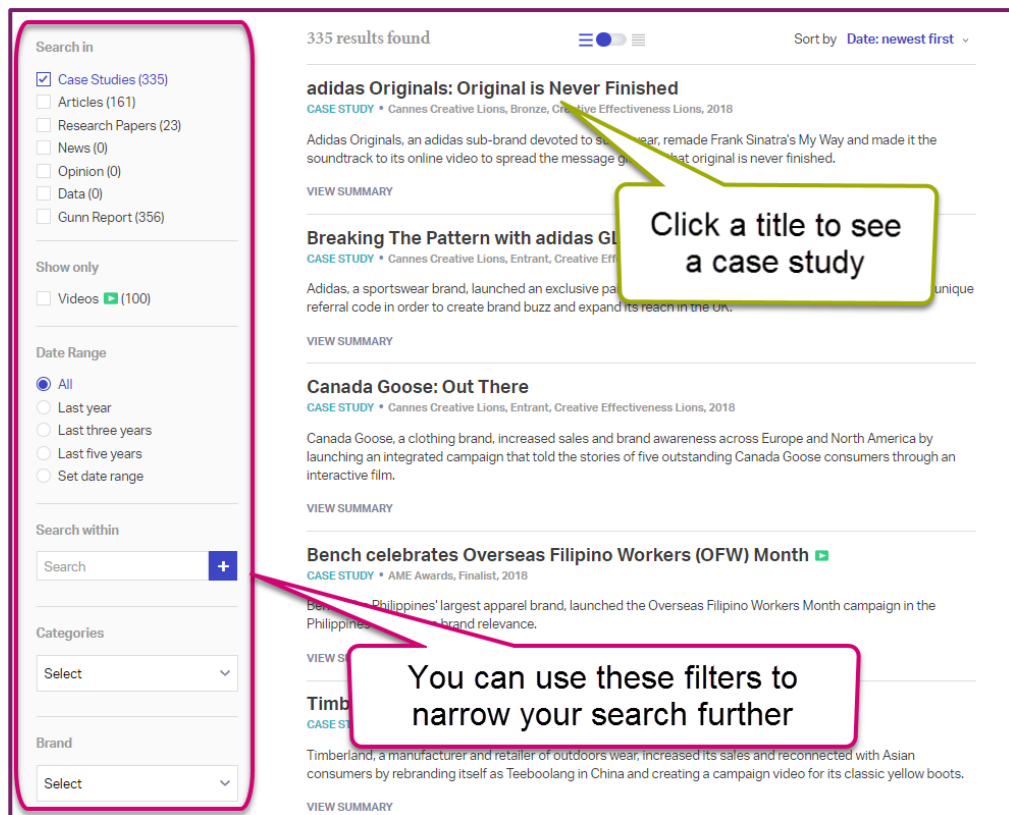


You can search for a keyword within the case studies, but we recommend filtering the case studies instead. You could start with filtering by **categories (industries)**.





Once you have selected your filters, click Find Cases. Your search results screen will show the case studies that match your criteria, and you can narrow your results further from here (e.g. by date)



The screenshot shows a web page for a case study. At the top left, there is a 'Select Language' dropdown menu. The main title is 'adidas Originals: Original is Never Finished'. In the top right corner, there are icons for downloading and printing. A callout box points to these icons with the text: 'You can download or print the case studies by clicking on these icons'. Below the title, a yellow-bordered box contains the text: 'Here is the case study'. The main content area has a 'SUMMARY' section with a paragraph and a bulleted list. Below this, there is a 'TOPICS' section with 'GLOBAL | SPORTSWEAR'. At the bottom left, there are details for Advertiser, Brand, Agency, and Country. A yellow-bordered box on the right side of the page contains the text: 'Scroll down to read the details'.

Select Language | ▾

adidas Originals: Original is Never Finished

Here is the case study

TOPICS GLOBAL | SPORTSWEAR

Advertiser: adidas
Brand: adidas
Agency: Johannes Leonardo New York
Country: Global

Scroll down to read the details

You can download or print the case studies by clicking on these icons