How to search 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.

There are several ways to find information in Warc, we recommend using the Advanced search, which is described below.

	CASE STUDIES TO	DPICS TRENDS NEWS	DATA EVENTS YOUR WARC	
of brand MORE	: New models a activation	KU LANIE	Absolut vodika: Innovation Inspired by failure Augmented reality: Fad or credible future for brands? Out-of-home: How to do hyper- local advertising at scale	
	.000 campaigns by ctive, channel, budget, research	7 🛓	ROI Benchmarker Calculate your Return on Investment and benchmark it against our database	
You do a simple search from the home page, or see the advanced search options.		Most read on Warc Millennials: Understanding the Past, Present and Through the purchase funnet: Extending brand Coke Zero: Drinkable advertising		
The important	rebirth of copywriting ce of emotional connection trategy a must in China celebrity		Under Armour: I will what I want OREO: Play with OREO Coke Zero: Drinkable advertising	

waic	CASE STUDIES TOPICS TRENDS NEWS DATA EVENTS YOUR WARC			
Home > Advanced Search				
Warc FAGs Search Tips Warc Plus	Advanced Search Fields are OPTIONAL: use as few or as many as you like.			
	Find results with: this exact phrase Social media all these words any of these words or tablet phone ipad none of these words or the			
Complete these boxes with words or phrases which describe what you're looking for.				
what you're l	OOKING TOR. ⊮ Full Text ⊮ Author Name			
	Date range: January v 1990 v to: Soptember v 2016 v			

