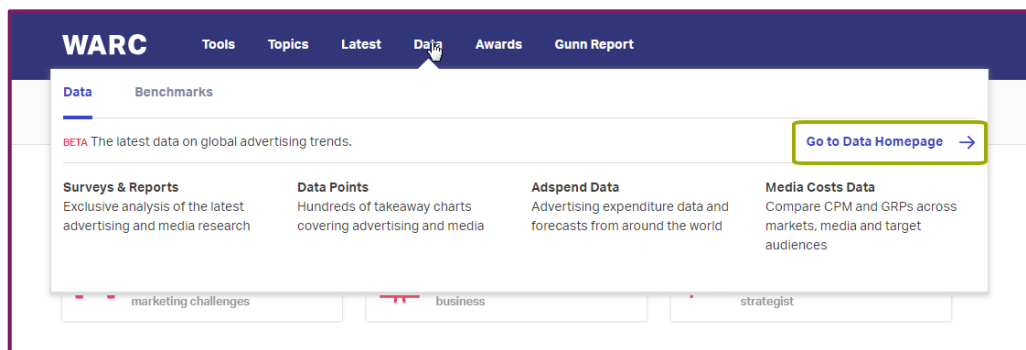


How to find Adspend data in WARC

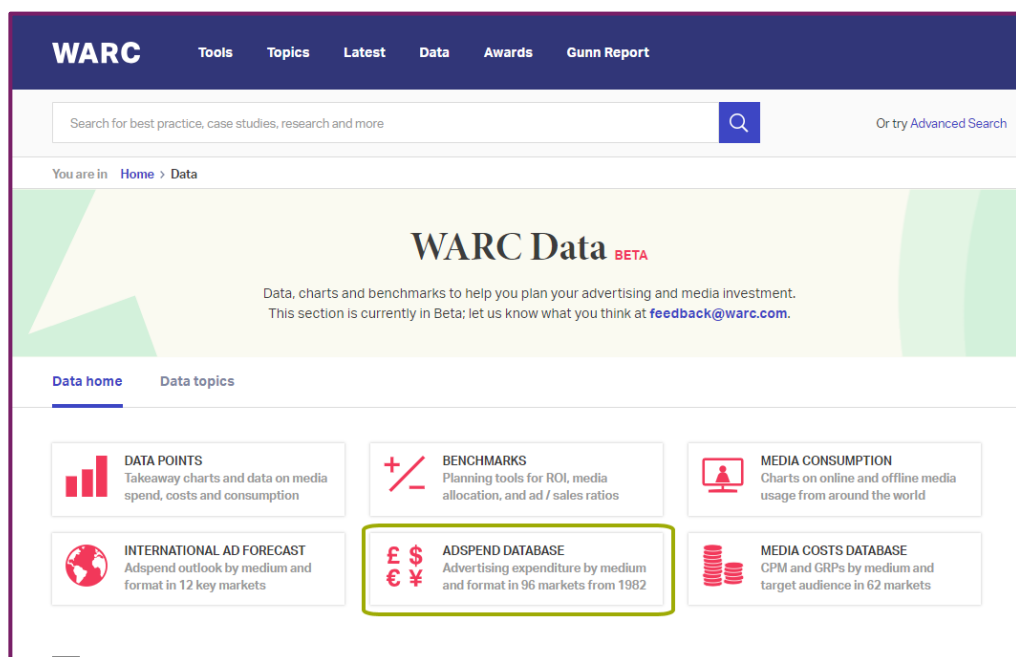
WARC (World Advertising Research Center) is a database containing articles, case studies, videos and other resources about advertising and marketing campaigns.

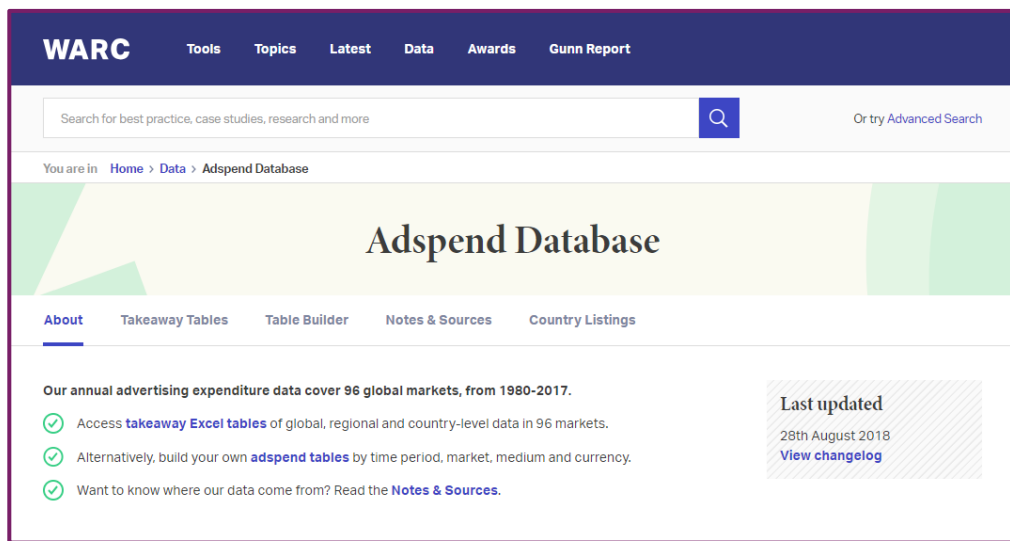
Connect to **WARC** through the Moodle database course or the [library website](#).

To start searching for data in WARC, hover over Data at the top of the WARC homepage, and then click 'Go to Data Homepage'.



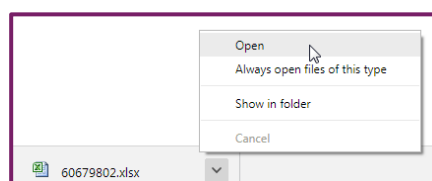
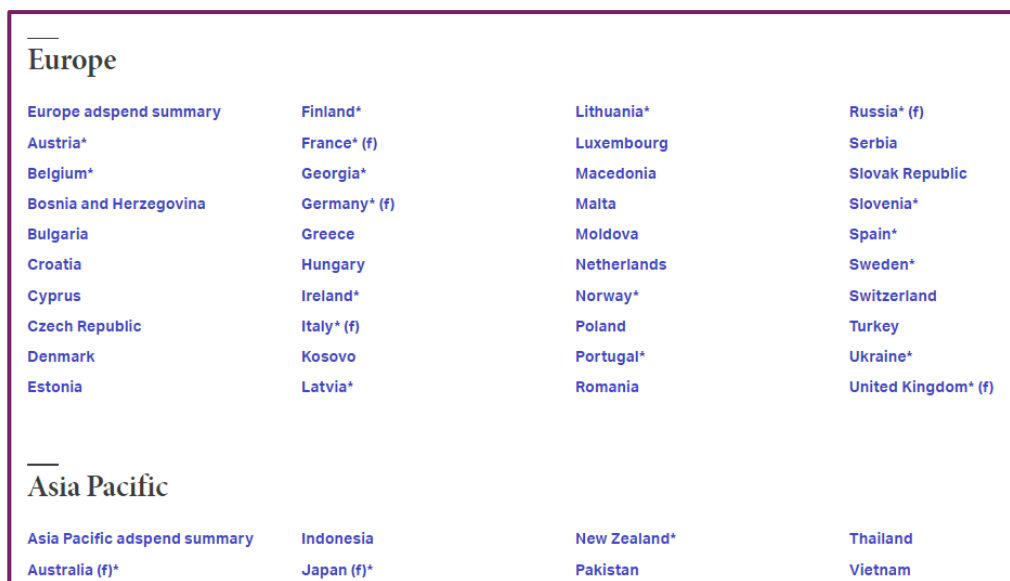
This will take you to the WARC Data homepage. You can explore lots of data from this page. For adspend data, click the 'Adspend database' icon.





From here you can either download ready-made (takeaway) tables, or create your own by changing some of the variables.

If you choose 'takeaway tables', you can then select the country or region you would like to see data for.



When you click on a country, an Excel spreadsheet should automatically download.

Find it at the bottom of your screen or in your Downloads folder and open it.

The screenshot shows the 'Adspend Database' interface. At the top, there is a navigation menu with 'Table Builder' highlighted in a yellow box. Below the menu, there is a text block explaining the tool's purpose: 'Build your own adspend tables by time period, market and medium. You can also select your preferred currency and have the option to choose current prices, constant prices and annual percentage change. Downloads are provided in Excel format.' To the right of this text is a legend box with three items: '(f) Denotes forecast to 2018 available', '\* Denotes 2017 data available', and '^ Mobile is included within internet totals'. Below the text are four numbered sections: 1. Select Currency (with radio buttons for US\$, Euro, PPPs, and Local currency), 2. Output/Preferences (with checkboxes for Current Prices, Annual Percentage Change, and Constant Prices), 3. Select Time Period (with 'From: 1980' and 'To: 2018' fields), and 4. Select Geographies (with a dropdown menu showing 'Global Overview', 'Regional Overview', and 'Market by Market').

If you choose **'table builder'**, you can change some variables to build your own dataset. Select the markets you want to look at (you can select more than one country).

Then click **'Download Data'** at the bottom of the page to finish building your table and view it in an Excel spreadsheet.

