

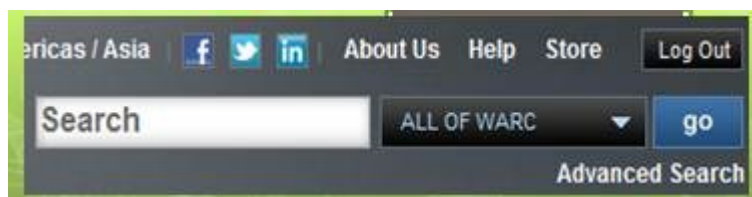
Warc



Basic Warc Searching

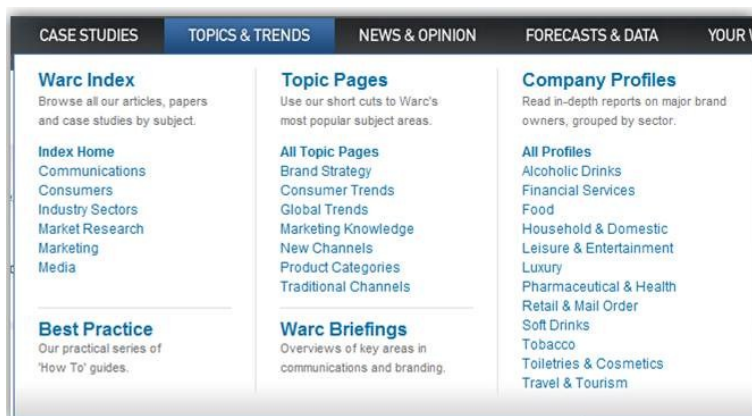
- Search online for Case Studies, Best Practice Guides, Marketing Intelligence, Consumer Insight, Industry Trends, & latest news from around the world
- Real-life case studies and campaign videos
- Print, Email

Access Warc from the TP Library website at <http://spark.tp.edu.sg> and login to start searching. Enter search terms or keywords on the search bar near the top of the screen



You can refine your results by typing an additional term or phrase into the **Search Within** box or by using the limiters on the left of the page such as: date range, country, industry sector, brand or source

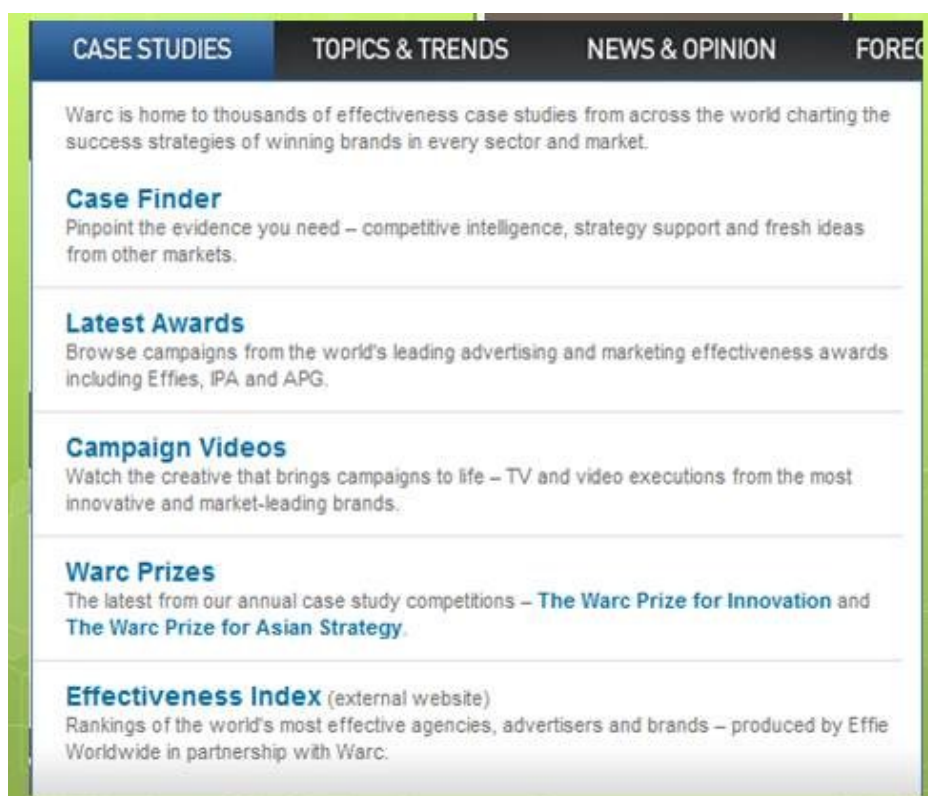
Warc provides write-ups on popular subject areas such as brand strategy, consumer trends, product categories and more. Select **Topics & Trends**.



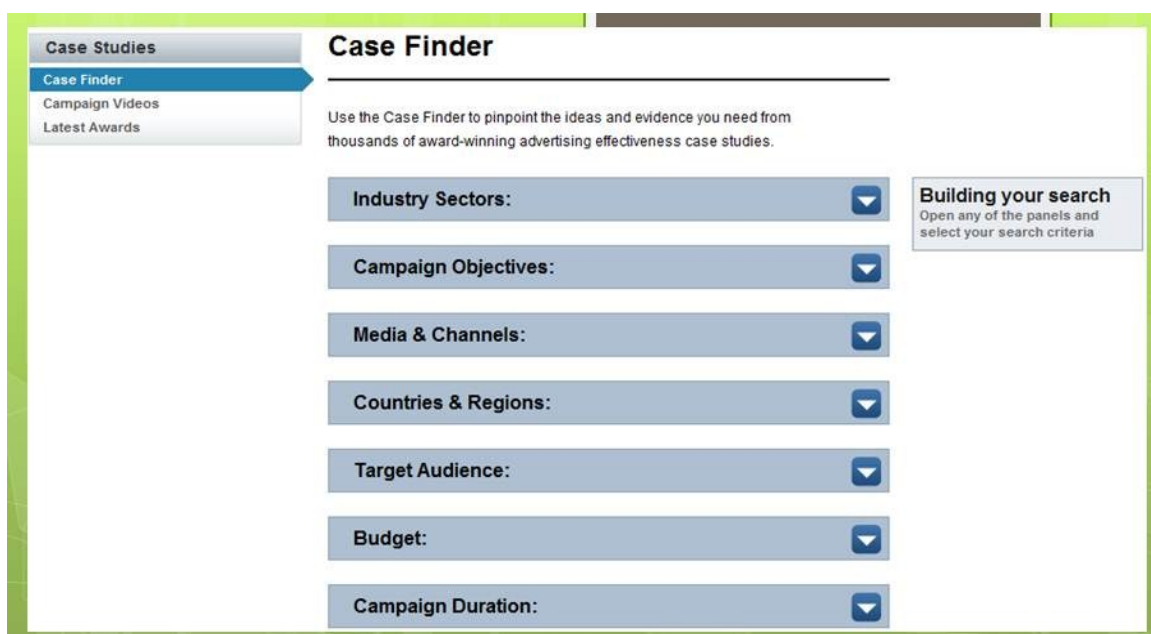
Click on **“Asia”** to browse recent highlights, takeaway charts, news headlines and videos on Asia.



Besides using the search feature, you could also use the **Case Studies** drop-down box to search for case studies as well as videos by clicking on the Case Finder or Campaign Videos.



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



Need Help?

Level 5 Info Counter, OR

☎ 6780 5773

☎ 6780 5772 (after office hours)

✉ AskLib@tp.edu.sg