



## **All CHANGE AT WARC – NEW PARTNERS, NEW CONTENT, NEW LOOK**

London, September 21<sup>st</sup> 2009

Warc, the information services company, today launches its new brand identity underlining the company's role as the global provider of ideas and evidence to marketing people.

The rebrand is accompanied by new content and functionality on [www.warc.com](http://www.warc.com) and by new partnerships. These developments will strengthen Warc's offering of award-winning case studies, marketing research papers and data.

Previously known as the World Advertising Research Center, the company was an early pioneer in charging for premium marketing content online. Its name change and new identity reflect the company's progress as the world's most comprehensive information service across all areas of marketing and branding.

Today Warc is also announcing a strategic collaboration with Xtreme Information which will provide Warc users with creative work from Xtreme Information's 3m-strong archive of creative executions. All Warc major case studies will be illustrated by creative work provided by Xtreme.

John Gordon, Chief Executive, Xtreme Information, commented, "We are delighted to be forming a strategic partnership with Warc. Xtreme's creative database, the world's largest with over 3 million ads, will provide Warc users with unprecedented access to global advertising creative".

In recent months, Warc has added new content from the ARF Ogilvy Awards, the American Association of Advertising Agencies, Millward Brown, JWT and Universal McCann.

Warc Plus, a fast-turnaround research service, is another new addition to the Warc home page. It is the ultimate tool for the time-pressed subscriber. Given a brief, the Warc research team will pull together relevant material and deliver it to subscribers within 24 hours.

For those who make or like to read speeches, Warc is also introducing an online archive of classic speeches and quotes going back to the Great Depression when President Herbert Hoover spoke about the importance of advertising to the economic recovery. Key figures in the industry's history such as Ray Rubicam, Bill Bernbach and David Ogilvy are all represented.

Announcing the new developments, Warc's CEO, Rufus Olins, said: 'I am delighted to be able to develop the Warc service and the body of knowledge on the site. All of the developments are intended to help marketing people make sense of the huge changes that are taking place, and provide hard evidence of what works, as well as stimulus for new thinking.'

*More...*

Award winning graphic designer David Hillman produced the new identity including an update of the website and marketing materials. Hillman has previously produced identity programmes for Phaidon, The Royal College of Nursing and Arup.

*Warc is a company and web service with subscribers in more than 100 countries worldwide. In addition to the online service, Warc publishes five magazines, provides industry data and runs events.*

*Clients include marketing departments in the private and public sectors, major creative and media agency networks, market research companies, media owners and business schools.*

*The service provides the largest single source of intelligence for the marketing, advertising and media communities worldwide, drawn from more than 50 international sources. It has long-standing partnerships with many of the world's leading marketing authorities including the Institute of Practitioners in Advertising, Effies Worldwide, ESOMAR, the Advertising Research Foundation, the American Association of Advertising Agencies, the Account Planning Group and bodies in Canada, Australia, New Zealand and Japan.*

**[www.warc.com](http://www.warc.com)**

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