

# Warc's 5 priorities for making a bigger impact

Warc has highlighted five priorities for brands seeking greater impact in its new 'Anatomy of Effectiveness' white paper. The report contains best thinking, expert opinion and real case studies along with Warc's experience in helping the industry advertise effectively.

## Warc's five priorities for brands that want to improve the impact of their advertising are:

- Invest for growth
- Balance spend
- Be creative, be emotional, be distinctive
- Plan for reach
- Plan for recognition

The white paper includes evidence, what's changing, common mistakes, examples and expert commentary from industry experts including Paul Dyson, founder of Data2Decisions; Les Binet, head of effectiveness at Adam&EveDDB; Peter Field, marketing consultant; Faris Yakob, co-founder of Genius Steals; and Jenni Romaniuk, international director of the Ehrenberg-Bass Institute.

The white paper may be downloaded at [makeitwarc.com](https://www.makeitwarc.com).

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