IESEG School of Management

Final Project

Integrated Marketing Communication STR

**#MISUSEDIKEA Campaign**

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I.Introduction

***Historical background of the market situation***

Ikea is the giant of low-cost furnishing. The company was born in Almhult, Sweden. In 1943, Ingvar Kamprad, 17 years old, launched his project: to offer furniture and accessories with a modern design all over the world. In the 60's, the company developed in Northern Europe but quickly gained North America, Asia and Oceania in the 70's. Since 2008, Ikea is quickly becoming the leader and now has 378 stores worldwide. Germany (53 stores) and the United States (51 stores) are the largest market of Ikea.  In 2019, there are 41.3 billion in sales and more than 120,000 employees.

***Identification of the market opportunities***

Ikea adopts a very effective strategy that allows it to seize opportunities in this market. Their product diversification is a strong point of the store. It allows it to be more than just a shopping experience but a family outing. You can find food products, restaurants, play areas for children and also recent collaborations with various artists.

In addition, IKEA is far ahead of its competitors in terms of technology. Its e-commerce site is very efficient as well as the possibility of click and collect. This has allowed customers to continue to visit IKEA despite the confines.

IKEA's very low production costs make it possible to produce products at unbeatable prices. The factories are located in India and China. Thus costs can be reduced as well as margins. They can allocate their budget to other expenses like marketing.

Ikea then develops on the eco-responsible side one of the great selling points in recent years. In 2011, IKEA has obtained the record of recycling of its packaging or waste with a percentage of 85%. In addition, the company places particular importance on transparency and control of its suppliers. Thus, IKEA has been developing its sustainable strategy for several years.

II. **Focus**

*Prospective audience*

Ikea has always been about attracting a wide audience but is focusing more and more on digital communication. It often mobilizes the participation of its consumers. Thus its target is now among 20-35 years. This target is looking for modern and tense for a reasonable price. Moreover, they are more and more concerned by ethics and the environment. Ikea can frighten its new commitments by its massive production and its manufacture in China. So the idea is to show how the consumer can recycle at home and participate in IKEA's sustainability campaign. This audience is very sensitive to social networks with mainly Instagram or Facebook. By using Tiktok, Ikea can also become more viral with the youngest between 17 and 22 years. IKEA's target audience is also very sensitive to the experience they get from the store and the memories they create.

This young generation likes to react and participate in interactive campaigns. The campaign "Human catalog" had succeeded in arousing the interest of the youngest. They like to search the catalogs rather than go to the store. It also attracted customers who had not necessarily taken the time to look at the IKEA proposals.

*Desired Objective*

Thanks to the IKEA consumer profile, we can see that the target group already knows IKEA and therefore already has all the necessary information about the brand. The campaign more than counters the negative points of IKEA and solidifies its community. It is a way to communicate on corporate sociability and to make a transparent communication.  IKEA has been committed to recycling its packaging and waste since 2011. They make good numbers and results but the public is not aware enough of this. IKEA can therefore with this type of communication talk directly with its consumers about its commitment to the environment. In addition, by leading by example, the campaign also invites its audience to participate in this change.

In addition, the campaign is a way to educate or re-educate its consumers about IKEA products and their uses. This way, they can not only discover products, but also let their creativity speak for itself in order to make new uses of them. This makes the discovery of IKEA's catalog and flagship products more interactive. This works very well because the target is very often on social networks and less and less in the press: they are rather Hot-off-the press consumers. They will be more likely to discover or re-discover the catalog via this type of platform and interaction. They will be much more excited about discovering IKEA like this and therefore will be able to attract new or repeat consumers.

Thus, the two objectives of the campaign are focused on customer interaction. They will be able to rediscover the catalog and discover IKEA's commitment to the environment

III. Understanding Process

1. LEARN approach to the survey

In order to understand who our targeted audience is and what are their needs and interest, we decided to follow a global research approach that can take into account the responses of our entire target audience in order to draw a global conclusion about who they are. For this we followed the quantitative method of the survey. This survey was established in accordance with the LEARN model which allows simplifying the analysis of the results through 5 categories.

First, to understand their lifestyle, such as: How old are you? When do you primarily watch television? Which TV channel do you watch the most? To target the best channel at the best moment of the day. Depending on their age we could focus more on social medias for example.

Second, for education, we asked the following question: How much do you know about Ikea? How did you know about the brand? because we consider that our target audience has not yet bought from us, this will allow us to understand our brand image.

Concerning the attitude, in order to make a perceptual map, we asked the respondents to list what they take most into account in their shopping experience and what they take least into account among: price, quality, brand, loyalty, popularity. In order to create a preference map, we also asked them to write down the social networks they prefer to use.

For reflection, the survey asked them to give 3 things they would like to change about their situation. And also as an example, what are their 3 greatest sources of anxiety when making a purchase in order for IKEA to create the most comfortable environment for them.

For the needs, they were asked to list the elements family, money, creativity, acceptance from others, external reward, internal drive in the order that most resembles them, in order to understand what they may be looking for. But also to write if there was something creative, they would compete or customize from scratch what would that be? And how important it is for them so we know more about their need of creativity.

1. Results analysis

After analyzing the results, we were able to establish a typical profile of our target audience: students or young couples (between 20 and 35 years old) who are settling down for the first time and wish to have fashionable and affordable furniture as their first investment. Their education level is average from bachelor to master’s degree and their income is average and also. When shopping at IKEA, they already have a predefined budget. This is the most frequent finding in our study.

What was most surprising in the responses was that we thought IKEA was more prestigious and targeted people with good incomes. However, students are buying stuff for their apartments there. Also, we found that most of the couples shopping at IKEA are small families because most of them had no children which means they take their time in the decision process.

Finally, the results show that people want to take their time to make their choice and need to see all the possibilities they could have because they enjoy creativity by themselves. That’s how they see their experience with the brand. IKEA offers them this possibility, which is an advantage for the brand.

IV. Synthesize process

1. The Idea

Now that we have gathered information about our prospective audience, we can develop our Big Idea.

Our idea is to set up an online contest that will especially take place on trendy social medias for the moment: especially considering Tiktok because with the lockdown, it is the most used and has counted only for the month of March more than 65 million downloads. From our survey results, social medias are the most used by our target audience which is between 20 and 35 years old and are therefore demanding quality and creativity. This contest will involve customers and actually they are the ones who will express their creativity because we understood they like reflecting and considering many proposals because buying for their home. They will have to share on social medias a short video like the Tiktok ones or Reels on Instagram, where they will have to show how they transform and use an IKEA furniture but not in its primary purpose that the brand gave it.

This way the most original ideas will be shared massively, and it will also benefit other consumers as it will give them ideas: maybe more ethical and in line with their tastes or maybe more economical by using a cheap piece of furniture to replace the one intended for.

At the beginning of the campaign, we plan to post video ads to promote the Hashtag challenge.

In order to determine the winners, a Hashtag will be created, the same for the different networks in order to easily list all the videos of the contest. The 5 most liked will have the opportunity to see their idea commercialized by IKEA. The first 100 will win a 50% discount ticket.

The criterion for selecting the winners would be the number of reactions: number of likes over the number of views and the number of shares.

The Big Idea for this would be called: "There is always more than one way of doing".

Now, we will confront our Big Idea to the LOVE model.

1. Logical

About the logic, our Big Idea will allow to rally the troops because the contest will lead to many exchanges of consumers on the networks but also on the long term will allow to open up more options because it is the goal of the campaign: to buy things that have several uses if not to give life to ours. Also in accordance with our Focus goal, we will solidify the link already established with the loyal consumers. In fact, the advantage is to impact both the new customers of the company as well as the loyal ones, because we propose them to reuse their IKEA goods or we show the new ones that their purchase will be profitable in several ways. This answers their need to save money, which was expressed in the survey. It also responds to their creative attitude to see all possibilities before buying. With this contest it would be like creating an online version of the IKEA store where everyone contributes.

1. One of a kind

It's one of a kind because we can confront our ideas to the 4 main criteria of creativity that ensure the success of a campaign. This idea is creative because although Hashtag based contests are numerous, no competitor in the industry has ever created one around the new use of a property. The idea is unique because only a brand within the same industry could consider it. But only IKEA has this social and friendly dimension allowing it to be successful on social medias. This idea is functional because as the Big Idea indicates, it promotes recycling and reuse of goods with other objectives, as well as it promotes mutual aid. About effectiveness, since it is interactive and with the period of confinement people take more time to change their decorations, their furnishings so more people will be motivated.

1. Variation

Concerning the variation of a theme, the Big Idea can be transposed to different types of media. On social networks which will be its main source. But also in paper format as a billboard in the streets representing the Hashtag and an example. Also on television in commercials following a series of ad promoting eco-friendly ways of acting and recycle goods.

1. Emotionally evocative

And finally, its emotionally evocative because it invests them directly in this sustainable project of reuse and not waste. This will create a wave of solidarity and mutual help to solve each other's needs and demands in their use of IKEA goods. People could share between them and create a positive buzz on social medias ensuring IKEA benefits of this positive image and is associated with social interactions.

V. Ideation

Now, let us talk about the “ideation” stage of our project. To start with, we decided to stick with IKEA company in order to suggest something interesting. So, the idea itself, is to organize an exciting contest with special hashtag, so everyone could post and tag their ideas, which then be located under one tag.

The hashtag is **#MisusedIKEA**, let’s go deeper into the idea...

Having conducted a little research, it was revealed that young families are the top target in IKEA’s business and then go youth/students, that’s why we decided to focus on youth in order to make them more aware of the brand and it’s products. This explains our choice of marketing channels of idea distribution, which are Instagram(targeting all) and TikTok(target more on youth). Then we present several examples of this contest and how it works, of course with #MisusedIKEA tag.

 Then people are supposed to post their ideas of using IKEA products not according to its primary purpose (it can be a picture or a video).  The examples are in annexes.

So, instead of paying celebrities, we use much wider target to interact with-our loyal customers and potential ones, who then can distribute the idea with “online word of mouth”.

Moreover, to attract even more people into these contests we decided to choose the best ideas that present useful and “out of the box” apply to IKEA products, and then cooperate with the winners and give them a chance to take part in creating new product or innovating the existed one. As this part can be both interesting and not, we decided to give as a reward discounts to the winners.

 Concluding the results, this contest first of all increase amount of followers on IKEA social media accounts such as Instagram and TikTok, what is more, increase overall engagement and awareness around the brand, then, attract young customers in order to be closer with proportion of “family” target, also, make people look through catalogue items that is very important in IKEA strategy as its strongest marketing content is catalogues presenting new furniture periodically, no less important, it will provide IKEA with numerous ideas about new products or innovation ones as well as emphasize that IKEA products are practical, easy to assemble/use and adoptable!

 VI  Operation

This campaign will be planned to long around 6 months. With a structured calendar where every task has a specific date and description. All de schedule is divided in months as is it below.

Month 1: Will be basically research and analysis of market and competitors, during this month, we need to understand what the most important challenge is and define the objective of the campaign. This objective must be reasonable and not too easy to achieve it, but reasonable and propose to have a good result but something that is not impossible.

Month 2: During this month, the team will start developing the strategy details, is all the process of designing. Trying to answer questions as, why do we need this? Who needs this? How are we going to do it? Etc.

Month 3: Here is all the part of testing the campaign. The team must think in possible results, or consequences of the campaign, for example: How will the customers react? How will the company employees react? How will competitors react? Etc.

Month 4: During this month, the team will finish all the developing process of the campaign, (Here`s the last moment to change something or add new things). Also, all the team members or people who will participate in the campaign should know what their task are in a very specific way.

Month 5: During this month, it should be created a contingency plan, this is how the company will react in case an unplanned event or circumstance occur. The most important companies in the world focus a lot on this aspect because it can be the difference between being successful or not. Sometimes there are things that can't be predicted, and the solution is to have prepared people that can solve any unexpected problem.

Month 6: This is the last month of the campaign, in this month the campaign will be published, and it is necessary to start measuring the results of it. It is very important to understand how`s the campaign going.

VII. Net Effect

Finally, the last aspect we will cover is about the net effect of our campaign. For that, we will try to analyze the metrics we will use to look at the results and the effectiveness of ethics that we will use, talking about the Triple Bottom Line.

First, when we talk about net effects, we want to know what the main metrics are we will use to analyze it. For this project, we will use as main metric the evolution of the bounce rate (number of people who come and visit one page/total number of visitors) to see if this campaign could help to retain more customers attention. This would be a good evaluation of behavior effect. Moreover, we will look at the comments and feedbacks on each video to see if there are changes in the way they see the brand. Finally, we will obviously look at the impact on sales this contest will have to see if, first, people buy more products to realize the contest, and then, if they decide to go back for buying other products at Ikea.

Finally, we can cover the impact this campaign can have according to ethics and environment. According to the triple bottom line, we understand that there is an equilibrium to find between people, profit and planet. Because our products are eco-responsible and made with reusable materials, this campaign will have a very low impact on the ecosystem. Then, we will be fully transparent on the way we are making this contest and the followers will choose their winner, so it is clear that we respect ethics. This event is free to participate, and we do not want to push to over consumption, but to encourage creativity and reinvent the way people see the brand.

VIII. Conclusion

During this campaign, we took the quantitative survey method into consideration where an in-depth research was done to know more about our targeted audience and to be able to design a campaign which will be successful with that target audience. During the research we got to know the targeted audience for IKEA is the younger generation between the ages of 20 –35. Mostly young students or young adults who are just starting their lives and like simple modern furniture. Since the focus customers of IKEA is the younger generation, we decided to create a campaign which will attract the attention of the target customer group, which is to organize a special online contest with hashtags where everyone could post the ideas about creative ways to use IKEA products differently than the original purpose that they were made for, they can then post a video or picture with the hashtag **#misusedIKEA**, which could then be located under one hashtag. Our choice of marketing channels that we decided to use is (Instagram) to target all and (TikTok) to focus more on attracting the youth who are the number one target group of IKEA. Example of an **empirical**evidence which shows that using social media to target the younger generations is effective, is when IKEA adapted a new way of showcasing it catalogue through a human being which went viral and popular among the younger generation with #IKEAhumancatalogue. The younger generation usually have no interest in going through a catalogue of hundreds of various products to choose an item, but IKEA was successful with this new innovative way to get people interested in going through all the pages of their catalogue in a fun and exciting way. This is one straightforward evidence of how effective the use of social media to reach younger generation works, therefore, that is why we chose social media which has already been proven to be successful to be our medium to reach out to existing and potential customers to get involve in the use of IKEA furniture in a fun way.

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Annex

    

  

**Design of a communication on Instagram: succession of the 4 images as a video format**

 

 