

Nomination: 19457

IKEA: Storage for New-Found Time

Page: General Information

Name of Organization / Company

YGGBi Communications Consultancy Co. Ltd

Logo

No File Uploaded

Web Site Address

Page: Entry Information

Entry Title

IKEA: Storage for New-Found Time

Category

E01 - E12 - Award for Innovation in Marketing > E09. Award for Innovation in Social Media Marketing

Submission Format

An Essay of up to 625 Words

Essay

BACKGROUND

More and more people now have "Time anxiety". In the only 24 hours a day, people tend to be increasingly trying to squeeze out more time for the things they want to do. This forces them to want to break. But at the same time, we also found that in a fast-paced environment, people are more likely to feel chaotic. Reports show that people spend more than 150 days in their lives looking for things and spending them in chaos.

As an expert in convenient storage, IKEA hopes to provide everyone with better storage solutions to save more time for everyone to do what they want to do.

OBJECTIVES/GOALS

1. Inspire consumers with innovative storage solutions rooted in deep consumer insights.
2. Strengthen an image as an IKEA storage expert.

CHALLENGES

1. Usually when it comes to storage, consumers find it boring and stressful. How to make consumers interested in storage?
2. How do we differentiate IKEA's image as a storage expert from its competitors?

INSIGHT/STRATEGY/TACTICS/CREATIVE SOLUTIONS

INSIGHT

"Find some time to have dinner together"

"Find some time to spend with the kids"

"Find some time to rest and relax"

.....

In the chaos of daily life, time slips away unnoticed. Yet, amidst clutter and disarray lies the potential for liberation. By reclaiming space through effective storage solutions, IKEA facilitates the discovery of newfound time—time for family, for relaxation, for indulging in passions. This insight serves as the cornerstone of our strategy.

STRATEGY

The first time we used opportunity marketing, we did not create a new concept. Instead, we found a hot topic that everyone was discussing and used opportunity marketing skillfully.

CREATIVE SOLUTIONS

Drawing inspiration from the emerging concept of Gapping, symbolizing a quest for temporal freedom, we crafted the campaign with an unexpected calling from IKEA "Storage for a gap day" with a multifaceted approach:

Phase 1: A question asked through media co-creation.

Collaborating with the dynamic platform "WhatYouNeed," we unveiled a compelling social video. Through a relatable narrative, we depicted how efficient storage not only enhances daily routines but also unlocks opportunities for personal fulfillment. This narrative ignited discussions around the elusive nature of time amidst modern chaos.

Phase 2: Millions of answers explored through collaborative engagement

Teaming up with the influential RED platform and its Life at home official account, we launched the #StorageForAGapDay challenge. Encouraging users to share their storage-inspired revelations, we fostered a sense of community and discovery. Customized incentives further incentivized participation, driving both online engagement and offline foot traffic.

RESULTS

- Offline Visitation to IKEA store: Exceeded 9,700,000, showcasing a tangible impact on consumer behavior.
- Brand Search: Surpassed 7,700,000, indicating heightened brand visibility and interest.
- Diversified Solutions: IKEA emerged as a thought leader in the storage realm, offering tailored solutions to varied consumer needs.
- User-Generated Content (UGC) Surge: Over 25,000 contributions, reflecting a significant level of consumer engagement and brand advocacy.

Through strategic innovation and targeted engagement, IKEA successfully positioned itself as not just a provider of furniture but as a catalyst for transformative living experiences. This campaign underscored the profound impact of effective storage solutions in shaping the way we live, connect, and thrive in our homes.

For this category please provide

An essay of up to 625 words describing the nominated innovative achievements in marketing since July 1 2021, **OR** a video of up to five (5) minutes in length illustrating the same.

Optional (but highly recommended), a collection of supporting files, works samples, and web addresses that you may upload to our server to support your entry and provide more background information to the judges.

Do You Have Supporting Files You Would Like to Upload?

Yes

Audio (Mp3), Documents (PDFs, Word, PowerPoints), Images (PNG, JPG, TIF), and Video (Mp4)

200 MB Max per File

File 1

Download File (https://asiastevieawards.secure-platform.com/file/29561/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjoyOTU2MSwiYWxsY3dOb3RTaWduZWVcmwiOiJGYWxzZSIsImInbm9qC98?IKEA_L1_Recap%20video_Final%E5%B0%8F%E6%A1%A3.mp4)

File 2

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Do You Have Website URLs you would like to link to

No

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