Integrated Marketing Communications Campaign
Leyda Hernández
West Virginia University

Author Note
Leyda Hernández, Perley Isaac Reed School of Journalism, West Virginia University
Executive Summary

IKEA holds 10 percent of the market share in the United States in the industry of home furnishing. While the data is impressive, it also provides us with a different perspective. Ninety percent of the market share in the industry is being occupied by other parties. Target accounts for 7.7 percent of this market, but the most important aspect to note is that furniture is not one of Target’s core products. Needless to say, this presents IKEA with a huge opportunity for growth (Business Week).

The IKEA integrated marketing communications plan was prepared strategically, on the basis of research and creative thinking. It is designed to target three market segments that fall within our target audience and is purposefully crafted to address the lack of brand awareness amongst IKEA’s target market and to stimulate communication between the IKEA brand and its existing customers in the efforts of further building brand loyalty.

The plan outlines strategies and tactics for 2012. It consists of an introductory ‘Come home to your home’ phase that increases the awareness of the IKEA brand with a combination of television, outdoor advertising, social media and public relations tactics. This is followed by an invitation to customers to take IKEA into their homes with a YouTube contest that will result in two consumer-generated commercials. Events and sales promotions have been crafted to improve community involvement and increase IKEA’s customer base. Following the suggestions outlined in this plan, the results are aimed to increase sales and aid in strengthening customer acquisition, retention and growth.
# Table of Contents

**Executive Summary** ........................................................................................................... 2  
**Table of Contents** ............................................................................................................. 5  
**Introduction to IKEA** .......................................................................................................... 5  
  Vision ................................................................................................................................. 5  
  History ............................................................................................................................... 6  
  Business Objectives and Financial Progress ........................................................................ 7  
  Competitors ....................................................................................................................... 8  
  Product ................................................................................................................................ 10  
  Pricing Strategy .................................................................................................................. 12  
  Distribution ......................................................................................................................... 13  
  Promotion ............................................................................................................................ 15  
**Target Audience** .............................................................................................................. 17  
  Target Market Segment A ................................................................................................. 18  
  Target Market Segment B ................................................................................................. 19  
  Target Market Segment C ................................................................................................. 20  
**SWOT Analysis** ................................................................................................................ 21  
**Marketing Objectives and Strategies** ............................................................................. 22  
**Creative** ........................................................................................................................... 23  
  Creative Strategies (Possible and Final) ............................................................................. 23  
  Creative Brief ..................................................................................................................... 24  
  Creative Execution ............................................................................................................. 25  
**Media Plan** ......................................................................................................................... 27  
  Media Objective .................................................................................................................. 27  
    Strategy ............................................................................................................................. 27  
    Budget ............................................................................................................................... 27  
    Tactics ............................................................................................................................... 27  
    Rationale .......................................................................................................................... 27  
  Media Objective .................................................................................................................. 28  
    Strategy ............................................................................................................................. 28
Introduction to IKEA

IKEA is an international retailer of furniture, home furnishings and house wares. The company designs and sells its items through its uniquely designed stores and through its yearly catalogs. The company is distinguished by its wide range of affordable and stylish high-quality product offerings.

Vision

IKEA presents the following as its vision and business idea:

At IKEA our vision is to create a better everyday life for the many people.

Our business idea supports this vision by offering a wide range of well-designed, functional home furnishing products at prices so low that as many people as possible will be able to afford them. (“Our Business Idea”, 2011)

The company’s identity revolves around the principles of product range, low prices, innovation, flat packaging, environmental and human consciousness, and function and design (Inter IKEA Systems B.V., 2011, “Our Product Range”).
History

- IKEA was founded in 1943 and named after its 17-year old founder, Ingvar Kamprad, the son of a farmer, who was born in 1926 in an impoverished region of southern Sweden, Småland. IKEA being an acronym for its founder’s name and address, Ingvar Kamprad and Elmtaryd, Agunnaryd.

- The first IKEA mail-order catalog was issued in 1947, which included in its array of products the newly invented ballpoint pen.

- In the 1950s, furniture and home furnishings were added to the product line. Kamprad purchased a small furniture factory and opened a showroom in Älmhult. They began designing its own furniture and employing the strategies of flat packaging and customer self-assembly. The first ‘giant’ store, which consisted of 13,000 square meters, was opened, and a restaurant was added to the store a year after its opening.

- In the 1960 and 1970s, signature pieces were created and the concept of IKEA was documented in Kamprad’s *The Testament of a Furniture Dealer*. These concepts include how the showrooms were structured, flat packaging, customer self-assembly, no sales assistants on the floor and in-store services ranging from a children’s nursery, restaurants and extensive parking.

- In the 1980s IKEA expanded internationally, Children’s IKEA was introduced and the IKEA Group was formed positioning the company as a responsible and environmentally aware company.
The 2000s propelled the company into further expansion into new international markets such as Russia and Japan, and in continuing to grow its philanthropic efforts.

(Inter IKEA Systems B.V., 2011, History)

Business Objectives and Financial Progress

In 2005, Bloomberg Business Week noted that, “The IKEA concept has plenty of room to run: The retailer accounts for just 5% to 10% of the furniture market in each country in which it operates” (pp. 4) and grow, they did; IKEA’s goal was to have 50 outlets in the United States by 2010 (pp. 9). By August 31, 2010, they closed the financial year closely aligned to its expansion goal with 48 stores in the United States, as illustrated in its 2010 yearly summary, Welcome Inside.

Mikael Ohlsoon, President and Chief Executive Officer of the IKEA Group noted in the 2010 yearly report regarding the company’s business objectives:

We keep increasing our knowledge about people’s lives at home and we want to make IKEA accessible to more people. Currently, we’re investing a lot in improving our existing stores, securing our supply of products and spreading the IKEA culture and spirit among our many new co-workers.

Soren Hansen, Vice President and Chief Financial Officer of the IKEA Group also remarked on the company’s positive financial levels for the 2010 fiscal year:
Sales increased to 23.1 billion EURO in FY10, an increase of 7.7% compared to the previous year. The growth came both from existing stores, which grew by 2.4% and new stores. Sales grew in almost all countries, with China, Russia and Portugal showing the strongest increase. Gross margin improved to 46.1% from 44.6% in FY09. This increase was driven by higher sales and reduced costs in our supply chain, strongly supported by steps taken together with our suppliers.

Net income increased by 6.1% to 2.7 billion EURO.

We reduced our long-term debt by 213 million EURO during FY10.

Competitors

Some of IKEA’s competitors in the United States (U.S.) are:

Pottery Barn

- Continuous sales promotions (price-offs and sweepstakes)
- Direct marketing (e-mail and catalogs: which are specific to different markets:
general, bed and bath, kids, teen, outdoor spaces=available e-catalog, iPhone & iPad)
- As of October 22, 2001, Social Media (Facebook :744,531 likes, Youtube: 1,844 subscribers, Twitter: 13,553 followers)
- Decorating, entertaining and design
- Better Homes & Gardens type homes, country/rustic
- Simple corner desk approx $900 (Pottery Barn)

Pier 1 Imports
- Ongoing sales promotions (price-offs)
- Direct marketing (e-mail and catalog)
- Rewards program
- As of October 22, 2001, Social Media (Facebook: 304,893 likes, No main YouTube channel, Twitter: 10,314 followers)
- Home accents, other than furniture. Furniture not main product
- Simple corner desk approx. $300 (Pier 1 Imports)

**Target**

- Direct marketing and sales promotions (weekly ads with price-offs and coupons)
- Commercials not specific to furniture, but the general Target brand or features other products
- Customers frequently shop here already for other products
- Established brand and lots of locations
- Strongest social media presence of all the listed competitors, as of October 22, 2001, (Facebook: 5,668,453 likes, YouTube: 5,808 subscribers, Twitter: 180,477 followers)
- Stylish furniture, though not its core product
- Simple corner desk approx $450 (Target)

**IKEA**

- Scarce sales promotions other than price offs from previous year
- Direct marketing (Yearly catalog, e-mail and mobile marketing, iPad and iPhone compatible)
• As of October 22, 2001, Social media (Facebook: 374,998 likes, YouTube: 540 subscribers, Twitter: 2,279 followers)
• Extensive news coverage on new store openings
• Guerilla marketing tactics
• Simple, efficient furniture
• Simple corner desk approx $185 (IKEA)

Pottery Barn and Pier 1 Imports are the ones that solely revolve around furniture and home decor like IKEA, however its pricing is much higher and not for the more price-conscious consumer. Target offers similar pricing but is much more limited in regards to its product offerings and consumer customization. None of the above mentioned competitors utilize flat packaging.

Product

IKEA products are organized in the following major product categories (Inter IKEA Systems B.V., 2011, All products):

• Eating
• Desks
• Mirrors
• Children’s IKEA
• Cooking
• Bathroom storage
• Beds & mattresses
• Chairs
• Clothes storage
• Decoration
• Flooring
• IKEA FAMILY products
• Kitchen cabinets & appliances
• Lighting
• Small storage
• Sofas & armchairs
• Storage furniture
• Tables
• Textiles & rugs
• Tools & hardware
• TV stands & media solutions

When it comes to product development and production, the focus is on price reduction and
developing a product to match the price they envision by working closely with suppliers and
making the most of the production process, applying technical innovation, improving the
efficiency of the design and minimizing waste (Inter IKEA Systems B.V., 2011, “Our Low
Prices”).
Pricing Strategy

As defined by its business idea to offer customers with “prices so low that as many people as possible will be able to afford them,” IKEA designs its products from the start with affordability in mind but continues this practice through the product’s life cycle by continuously lowering prices from year to year:

The retailer aims to lower prices across its entire offering by an average of 2% to 3% each year. It goes deeper when it wants to hit rivals in certain segments. "We look at the competition, take their price, and then slash it in half," says Mark McCaslin, manager of IKEA Long Island, in Hicksville, N.Y. At the far end of the Helsingborg foyer is a row of best-selling Klippan sofas, displaying models from 1999 to 2006 with its euro price tags. In 1999 the Klippan was $354. In 2006 it will be $202. (Bloomberg Business Week, 2005, pp.19-20)

No design -- no matter how inspired -- finds its way into the showroom if it cannot be made affordable. To achieve that goal, the company's 12 full-time designers at Almhult, Sweden, along with 80 freelancers, work hand in hand with in-house production teams to identify the appropriate materials and least costly suppliers, a trial-and-error process that can take as long as three years. Example: For the PS Ellan, a $39.99 dining chair that can rock back on its hind legs without tipping over, designer Chris Martin worked with production staff for a year and a half to adapt a wood-fiber composite, an inexpensive blend of wood chips and plastic resin used in highway noise barriers, for use in
furnishings. Martin also had to design the chair to break down into six pieces, so it could be flat-packed and snapped together without screws. (Bloomberg Business Week, 2005, pp. 23)

**Distribution**

IKEA’s distribution is yet another method it uses to maximize savings:

The IKEA Group has about 31 distribution centers in 16 countries, supplying goods to IKEA stores. It has about 45 trading service offices in 31 countries. This enables us to develop close relationships with our 1,350 suppliers in 50 countries.
The customers travel throughout the store and take note of what they want, at the final stage of the tour they pick up their flat packaged boxes to take home and assemble (Inter IKEA Systems B.V., 2011, “Our Low Prices”).

In 2003, IKEA explained its distribution process in *From Supplier to Store*:

IKEA works in various ways not only to rationalise and simplify distribution, but also to minimise the impact this part of the business has on the environment. The secret is to calculate as exactly as possible how many products will be needed to satisfy demand. This eliminates any unnecessary costs for production and warehousing.

The hallmarks of IKEA distribution are:

– A global distribution network
– Large volumes
– Flat packages
– Low costs

The aim, of course, is to make sure that the right products are always available at the store when the customers wish to buy them.
IKEA’s catalogue is the company’s main marketing tool and it amounts for 70 percent of the company’s annual marketing budget. It is produced in 38 different editions and in 17 languages for 28 countries, 110 million copies of which were circulated last year (Inter IKEA Systems B.V., 2003, Student info).
Its stores are designed in a way similar to an amusement park, exciting the visitor with room to explore and experiment. The store buildings are built in strategic locations, the sheer size of the structures and its bright yellow and blue colors command attention. The average store is 300,000 square feet, which is equal to five football fields filled with 7,000 household items (Bloomberg Business Week, 2005, pp. 11).

They also employ the use of direct marketing with the much anticipated release of yearly catalogs.

Its other marketing efforts include brand research, room magazine, IKEA food services, the internet, communication and interior design, and public relations (Inter IKEA Systems B.V., 2003, Student info).
Target Markets

It was calculated in 2008 through the “Women Want More” study by Boston Consulting Group that “women in the US control 73% of household spending and take responsibility for 91% of household tasks.”

Below are three customer profiles that describe markets we are considering targeting in the following year.
Target Market Segment A

Danileysis, 24, Miami, Hispanic, Generation Y
Single professional
Just moving into her first condo with two friends
Personal income: $35,000

Experiencer/Striver

- Trendy and fun loving
- Motivated by achievement and self-expression
- Enthusiastic about new opportunities but is quick to lose focus and interest
- Money defines success
- Favors stylish products that are out of her financial reach
- Views herself as having a job, not a career
- Impulsive shopper and sees shopping as a social activity
- Spends a comparatively high amount on fashion, entertainment and socializing
- Purchases reflect the emphasis on looking good and having “cool” stuff
- Funnels energy into exercise and social activities
- Favorite things include Coke Classic, Red Bull, Playboy and being entertained
  (Experiences, Strivers).
Target Market Segment B

Charlotte, 32, Houston, White/Caucasian, Generation Y
Traditionalist
Married stay-at-home mother of three children (ages 8, 6 and 4)
Household income: $60,000

Believer

- Motivated by ideals
- Conservative, traditional and conventional
- Importance on family, religion, community and the nation
- Has an established routine
- Loyal, predictable shopper, always chooses familiar products and established brands
- Favors American brands
- Favorite things include Cooking with Paula Deen, a close-knit family and watching local TV news (Believers).
**Target Market Segment C**

**Marie**, 50, Boston, Hispanic, Generation X
- Divorced mother of two college-aged students
- Entrepreneur and business owner
- Occasionally works from home
- Personal income: $120,000

**Thinker**

- Motivated by ideals
- Mature, satisfied, comfortable and reflective
- Values order, knowledge and responsibility
- Well-educated and actively seeks information when making a decision
- Well-informed about national and global events
- Conservative, practical consumer
- Looks for durability, functionality and value when purchasing
- Favorite things include Kiplinger’s Personal Finance, glass of wine, and substantive discussion (Thinkers).
SWOT Analysis

<table>
<thead>
<tr>
<th>STRENGTHS</th>
<th>WEAKNESS</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Low cost, high quality products</td>
<td>• Stores are few and far between</td>
</tr>
<tr>
<td>• Vast product range</td>
<td>• Product self-assembly</td>
</tr>
<tr>
<td>• Unique store experience</td>
<td></td>
</tr>
<tr>
<td>• Philanthropic</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>OPPORTUNITIES</th>
<th>THREATS</th>
</tr>
</thead>
<tbody>
<tr>
<td>• If real estate market goes up, as more homes</td>
<td>• A deeper recession</td>
</tr>
<tr>
<td>are purchased, the need to furnish them</td>
<td>• Competition expanding product range</td>
</tr>
<tr>
<td>increases</td>
<td>• Competition offering steep sales promotions</td>
</tr>
<tr>
<td>• Loyal fan base</td>
<td></td>
</tr>
</tbody>
</table>

The internal attributes that IKEA has in its favor is its low cost, high quality product range and their unique store experience. However it is restricted by the fact that its stores are few and far between and that the products require the customer to assemble the furniture themselves which is a concern to some people.

Externally, there are opportunities in places where the real estate market is increasing. IKEA also has a loyal fan base that the company can capitalize on. The company’s external threats could possibly include the possibility of a deeper recession and in regards to competition, an expansion of its competitors’ product range or the offering of steep sales promotions.
Marketing Objectives and Strategies

Increase brand awareness by 15 percent amongst women in the prescribed target market, women age range 24-55, who live within 45 miles of an IKEA store in the United States, by December 2012.

Introduce the brand through a mix of advertising, events, direct marketing and public relations efforts.

Increase awareness of IKEA’s philanthropic efforts by 5 percent throughout the months of January through March with A, B, and C target markets.

A series of videos will be developed and distributed through social media and traditional media channels to enhance the perception of the brand as an environmentally-conscious and humanitarian company.

Increase the interchange of positive communication between existing customers and the brand by 10 percent by December 2012 amongst women in the A and B target markets.

Utilize social media to engage customers and provide incentives for consumer-generated content about the IKEA brand to mobilize word-of-mouth, buzz and viral marketing.
Creative

Possible Creative Strategies

IKEA makes your house feel like a home
- Rational: vast product range
- Emotional: stress-free sanctuary

IKEA makes your home life easier through efficiency
- Rational: efficient in design
- Emotional: stress free

IKEA can provide you with ideas for entire rooms
- Rational: vast product range
- Emotional: customers demand quality products and customer care for their hard earned dollar

At IKEA, you get your money’s worth and more
- Rational: low cost, efficiency in design
- Emotional: satisfaction is frugality

IKEA is a partner through transitions in life
- Rational: vast product range
- Emotional: customers shop with companies they trust

Join the IKEA experience, like many others have
- Rational: unique store experience
- Emotional: sense of belonging, cult

Final Integrated Creative Strategy

IKEA makes your house feel like a home.
Creative Brief

Client: IKEA  Date:  September 19, 2011
Type: IMC  Pages: 1

Why are we advertising?
Increase brand awareness by 15%

Whom are we talking to?
Financially-conscious, emotionally-stressed women shoppers between the ages of 24-55

What do they currently think?
I am too stressed out to dedicate time to myself.

What would we like them to think?
IKEA can create a home environment that will help relieve your stress.

What is the single most persuasive idea we can convey?
IKEA can make your house feel like your sanctuary.

Why should they believe it?
IKEA offers a wide range of stylish, high quality, affordable home products to help you create your ideal sanctuary.

Are there any creative guidelines?
30-second commercial
Full color magazine ad
Billboard
Direct mail two-fold invitation for holiday events at IKEA
15 sec interstitials calling for contest submissions
Banner ad for contest submissions
Creative Execution

IKEA Sunshine: 30 second commercial

VIDEO/Audio

SERIES OF CLIPS.

ALARM GOES OFF, CLOCK SAYS 9:17AM, WOMAN (AGE 30) REALIZES SHE’S LATE. SHE IS PULLING UP HER SKIRT AS SHE RUSHES TO THE DOOR AND FALLS. Sounds of alarm beeping in the background.

SHE IS WALKING IN THE RAIN WITH NO UMBRELLA, SHE BEGINS MURMURING THE LYRICS TO ‘POCKET FULL OF SUNSHINE’ BY NATASHA BEDINGFIELD. CAMERA IS FROM HER EYE LEVEL PERSPECTIVE.

I got a pocket got a pocket full of sunshine

SHE IS NOW AT THE OFFICE, SOMEONE BUMPS INTO HER AND HER COFFEE SPILLS. SHE GOES TO THE BATHROOM MIRROR; SHE HAS A BIG COFFEE STAIN ON HER SHIRT. IN THE MIRROR’S REFLECTION, THE WOMAN LOOKS DIRECTLY AT THE CAMERA WITH AN EXPRESSION AS IF SAYING ‘IS THIS REALLY HAPPENING RIGHT NOW?’ (CONTINUES SINGING)

I got a love and I know that it’s all mine oh oh oh oh

A SCREEN SHOT OF A PHONE APPEARS DISPLAYING A TEXT THAT SAYS ‘YOUR DOG RAN AWAY’ (CONTINUES SINGING)

Do what you want but you’re never gonna break me

SHE IS SITTING AT HER DESK AND A BALLOON POPS NEXT TO HER SCARING HER. (CONTINUES SINGING)

Sticks and stones are never gonna shake me oh oh oh oh

(SINGING PAUSES.) WOMAN TAKES OFF HER SHOES.

(ACTUAL SONG KICKS IN) CAMERA PERSPECTIVE CHANGES FROM FIRST PERSON VIEW TO SPECTATOR SO THAT SHE IS IN THE CAMERA’S FRAME. SHE DANCES THROUGH HER KITCHEN SINGING AND HOLDING A SPATULA AS A MICROPHONE. SHE LAYS ON A RUG AND STARTS MAKING ‘SNOW ANGELS’. SHE IS INSIDE THE SHOWER CLOTHED, PULLS THE SHOWER CURTAIN BACK DRAMATICALLY AS SHE CONTINUES SINGING. SHE JUMPS ON THE BED REPEATEDLY, ARMS WIDE SINGING AT THE TOP OF HER LUNGS.
Take me away a secret place
A sweet escape take me away
Take me away to better days
Take me away a hiding place.

CAMERA ZOOMS OUT. THERE ARE PEOPLE AROUND WHO ARE STARING AT THE WOMAN. (MUSIC STOPS) SHE STOPS JUMPING. SHE IS AT IKEA.

BLUE SCREEN WITH IKEA LOGO. *Come home to your home.* (Woman’s voice)
**Media Objective**

The objective is to target 60% of the media resources toward new customers with a minimum reach of 50% during January through July of 2012.

The demographic targeted will be those within the ages of 30-55 with an average frequency of 10 impressions to increase brand awareness by 15%.

**Strategy**

Utilize three 30-second TV commercials and billboards that communicate the integrated creative strategy ‘Come home to your home’ to increase store and brand awareness.

**Budget:**

$12 million

**Media Tactics:**

**TV Commercials ($9 million)**

The three 30-second TV commercials will highlight different qualities of the IKEA brand (one concentrating on variety and style, the other on price and lastly on practicality).

- Target A: Air commercials on E! and Vh1
- Target B: Air commercials on Lifetime
- Target C: Air commercials on OWN and abc

**Billboards ($2 million)**

Billboards in high congested areas within 30 miles of a store with the IKEA logo, the words ‘Come home to your home’ and some kind of information directing drivers to the store.

**Philanthropic videos ($1 million)**

Short videos will be conceptualized and produced, highlighting the effects of IKEA’s philanthropic efforts with footage of what is being done and how the customer is connected to the process.

**Rationale:**
The idea of the first half of the year is primarily to introduce IKEA to the community which we are targeting.

We are concentrating on traditional media, an advertising medium which our targets are comfortable with and understand. Confirmed by a study in 2009 by Pew Internet, though continually growing, adults ages 30 to 55 are generally not amongst the highest users of the Internet compared to younger demographics.

The time frame for this also falls on Mother’s Day, which many of the women in this demographic are and may request IKEA furniture or gift cards as presents.

**Media Objective:**

The objective is to target 40% of media resources toward current customers with a minimum reach of 70% during July through December 2012.

The following efforts will be targeted towards the demographic ages 24-40 with an average frequency of 20 impressions to increase customer involvement with brand.

**Strategy**

Create a YouTube-centered social media contest generating at least 1,000 video submissions for a TV commercial with consumer-created content that shows customers enjoying their IKEA furniture. Persons whose submissions are used will receive $1,000 gift cards to IKEA.

**Budget:**

$8 million

**Tactics:**

- YouTube ($2 million)
  - YouTube Interstitials/Standard InStream Ads
  - Links to contest video on videos already posted on IKEA’s YouTube channel
- Twitter ($300,000)
  - Create a hashtag such as #comehome as a way to follow conversation, should also be imprinted on all other media relating to contest
Encourage video contest participation to video/film making enthusiasts and IKEA fans on Twitter

Email Marketing ($300,000)

Encourage readers subscribed to IKEA USA newsletters to submit videos
Keep submitters informed of commercial’s progress
Ask them to encourage their friends to vote their videos up on YouTube
Send all participants information of when final spot will be played on TV, and notify the winners immediately after it is first aired congratulating them

Prizes ($40,000)

Thirty-seven $1,000 IKEA gift cards for participants whose videos were used
$3,000 for the winner of a sweepstake for a trip to Sweden, designed to increase the consumer database

Facebook Banner Ads ($360,000)

TV Commercials Production and Spot ($3 million)

Two TV commercials will be made; they will be a collage of clips submitted by participants of the YouTube video contest

Target A: Air commercials on E! and Vh1
Target B: Air commercials on Lifetime
Target C: Air commercials on OWN and abc

Rationale:

YouTube is ranked as the second largest search engine behind Google, the third largest site in the world and has 3 billion views per day according to the video uploaded on September 27, 2011 on Google Business’ YouTube channel.

Holding a video contest promotes a sense of community, engagement and sharing between IKEA and their customers.

We are targeting them in online communities that this younger demographic already frequents (Hazlett, 2009).
Turning their submissions into a commercial will cement our appreciation for our customers and confirm that our customers are spokespeople for our brand.

We first introduced the ‘Come home to your home’ campaign in January and now in the second half of the year people are literally taking us into their homes. Rewarding them with gift certificates to IKEA brings the entire experience full circle.

The promotion and call for submissions of the contest are during a time that some of the participants may be in school and will have more resources available to them. During the airing of the final commercial, in accordance to the 2010 article in About.com by Barbara Farfan, will be during crucial shopping holidays, Thanksgiving, Black Friday, and Christmas.

Although the social media participation portion of the campaign is targeting a younger demographic, the end result of the commercial with be aired for all targeted demographics (ages 20-55).

In regards to Twitter, when businesses respond to someone’s Twitter question, a study by Inbox Q has shown that that person is 59% more likely to follow them and 64% more likely to purchase from them. Additionally a study by Digital Surgeons has shown that 44 percent of Twitter users fall into the age range of 35-54 which is a huge chunk of our overall target market and that 52% our all Twitter users are female.
## Media Flowchart

<table>
<thead>
<tr>
<th>IKEA IMC MEDIA PLAN</th>
<th>JAN</th>
<th>FEB</th>
<th>MARCH</th>
<th>APRIL</th>
<th>MAY</th>
<th>JUNE</th>
<th>JULY</th>
<th>AUG</th>
<th>SEPT</th>
<th>OCT</th>
<th>NOV</th>
<th>DEC</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>30 Sec 'Come Home to your Home' TV SPOT</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TV (variety/style)</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TV (price)</td>
<td></td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TV (practicality)</td>
<td></td>
<td></td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Billboards</td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Generate submissions for 30 Sec 'YOUR Home' Consumer-Created Content Commercial</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>YouTube Interstitials/Standard Instream Ad</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Twitter</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>E-mail Marketing</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Prizes</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Facebook Banner Ads</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>30 Sec 'YOUR Home' Consumer-Generated Commercials</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TV</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Events</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Holiday Events</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Direct Marketing</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Sales Promotion</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sweepstake</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td><strong>Public Relations</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Twitter, IKEA News Room, Facebook</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
</tr>
</tbody>
</table>
Public Relations Objectives and Tactics

Objective:

Increase awareness amongst our target market by five percent from January through March 2012 about IKEA’s philanthropic efforts.

Tactics:

- Produce three films per month during the months of January through March, showing the importance of the social projects IKEA is a part of.
- Films should provide information on how customers can contribute
- Share the films on the company’s social media outlets (YouTube, Facebook, Twitter), include in the customer newsletters and the IKEA Media newsletter
- Generate at least three positive articles in newspapers or magazines with a national distribution about some of these social projects and IKEA’s involvement
- Audio from the short films are to be adapted into Public Service Announcements that are to be pitched to local radio stations that are near stores

Objective:

Increase positive social media traffic by 20% with existing customers over the next 10 months (January through October 2012).

Tactics:

- Research and address negative social media postings immediately and at most 15 minutes from time of post
Engage and thank customers on Twitter for positive support

Add multimedia (videos, pictures, audio) to the IKEA News Room to encourage third party blogging

Objective:

Increase positive community involvement by 10 percent in areas 45 miles surrounding an IKEA stores throughout January to December 2012.

Tactics:

- IKEA stores are to host at a minimum of two children events at the store to build local awareness of the IKEA brand in 2012.

- Stores should host Easter egg hunts and Halloween trick-o-treating events with staff dressed in appropriate costumes

- Stores should offer free photo services during events for children to be photographed with costumed staff, and prints will have a small IKEA logo

- Press releases should be sent to local media leading up to store events, encouraging their attendance and when pitching mention that a free lunch will be available for media representatives

- Events should be pitched with the goal to be included in local media community calendars (newspapers, news websites, radio) as part of the events available to the community for that holiday. Due to the stores’ large size, they could possibly be publicized as ‘(Insert City Name)’s Largest Egg Hunt’
• A poster advertising the event should be displayed at the desk or door of the store’s child care playroom, and flyers should be made available to parents who use the service

• Press releases along with photographs of the event will be distributed to local media following the event
Direct Marketing

Objective:

To increase brand awareness by five percent by having at least 1,000 people attend the Easter event happening at an IKEA store from 11-3pm on Sunday, April 8, 2012.

Tactic:

A direct mail two-fold invitation will be sent out Monday, March 19, 2012 utilizing a mailing list delineating the aforementioned market segments that are living within 45 miles of a store to a day of free children-friendly Easter activities, including a bonnet contest and egg hunt at the IKEA store. Preparations will be made in advance for the event and response will be measured by attendance.

Objective:

Increase weekend visits during June 15-17, 2012 by five percent for IKEA customers who live within 120 miles of a store that feel it is normally too much of a drive.

Tactic:

Email customers signed up for the e-mail newsletter within 120 miles of a store, a coupon for a free meal (value up to $12) at the IKEA restaurant redeemable from June 15-17, 2012. Expectations are an increase in sales, and a five percent increase in the number of regular
weekend visitors to the café, the necessary amount of food will be prepared for the days in which the promotion is running to fit that demand.

If I had to choose only one direct marketing tactic it would be the Easter event because I feel that though it is the costlier option, it allows for the most opportunity for publicity and brand awareness throughout the community. Using the direct mail tactic allows for more accurate measure of the effectiveness of the campaign better than any other tactic (Belch & Belch, 2012). The event marketing platform also allows for many other tactics to work in conjunction with it including community relations efforts, public releases and video news releases (VNR).
Sales Promotion

Objective:

We want to provide an introductory offer to the ‘Come home to your home’ campaign and increase our percentage of repeat shoppers by five percent by December 31, 2012.

Tactic:

Offer a 15 percent rebate for customers spending more than $2,500 in a single purchase throughout the month of February 2012. The rebate will be mailed to the customer in the form of an IKEA gift card for that amount.

Objective:

To increase customer registration for our loyalty program by 20% during the months of November and December.

Tactic:

Customers that give their contact information to the cashier at check-out are automatically registered to win a trip to Sweden for two, winner of which will be notified by January 15, 2013.

If I had to choose only one sales promotion tactic it would be that of increasing registration at check-out because it allows IKEA to grow its database in terms of people it can track, target and promote to in the long-term. IKEA can use this information in future database marketing. This information can be used to improve the selection of market segments, to stimulate repeat purchases, cross-sell and enhance customer relationship management (Belch & Belch, 2012).
Measurement and Evaluation Plan

A self-administered survey will appear as a pop out to persons who visit the IKEA website based on the location of their IP address (within 45 miles of a store). Participants will then be screened with preliminary questions of gender and age to qualify them for our target audience of women aged 24 to 55. Survey will be used to examine the reach of the overall YouTube consumer-generated video campaign during the month of December.

A focus group will be conducted with purposive sampling that will include women aged 24-55 living in areas 45 miles surrounding an IKEA store to evaluate their reactions to a philanthropic video that will be released to increase IKEA’s perception as a charitable brand. Open-ended questions should be asked revolving around their awareness and opinion of the IKEA brand. The video should then be played and sharing then encouraged to obtain respondents' emotional response to the clip and what their conceived perception of the brand is post-viewing. Testing will be done in January before the release of the videos to measure the effectiveness of that tactic and to make adjustments if necessary before the production and release of the other videos. Each focus group should be of at least 20 persons, their ages ranging but within the determined characteristics of the target audience. Four focus groups should be conducted in each of the following four cities, Miami, Boston, Houston and San Francisco to measure its effectiveness as a national campaign.
A tracking study will be conducted in the form of mall intercepts once monthly throughout the months of January, March, and May during the introductory ‘Come home to your home’ phase to measure awareness, recall, interest, brand attitude and purchase intentions of our target market. Staff will be asked to approach any females within our target market range and have them fill out a self-administered computer survey. The study will take place on a neutral weekend (no holiday occurring) and at popular malls located in the cities of Miami, Houston, Boston and Los Angeles that are at least 10 miles from an IKEA store. Additionally, a sales promotion will be e-mailed to participants of the survey (such as a coupon for the restaurant) but participants should not be made aware of said incentive prior to the survey as to not affect the bias of the results.
Conclusion

Integrated marketing communications is the strategic combination of business processes that coordinate, execute and measure a brand’s persuasive communications over a variety of platforms including but not limited to advertising, direct marketing, sales promotion, and public relations.

The objectives and strategies outlined in this plan are designed to further promote the IKEA brand to a currently neglected audience and to enhance the long term association with its current customers.
References


Inter IKEA Systems B.V. (2003). From supplier to store. Retrieved from


http://www.pier1.com/Catalog/Furniture/tabid/981/CategoryId/979/ProductId/8261/Produ
tName/Reversible-Tool-Free-Corner-Desk/Default.aspx


