

REUSE, REJOICE, RECYCLE

IKEA catalogue promotion dreams of a green Christmas.

For many, the sight of an IKEA catalogue landing on their doorstep once signalled a magical time of the year. Who could resist thumbing through its colourful pages and daydreaming about the perfect chair or light fixture to spruce up their surroundings? So when the home furnishings retailer announced in 2020 that the 70th edition of the most distributed book in the world was to be the last, it marked the end of an era, but also an opportunity to repackage a tried and true IKEA channel in new and innovative ways.

Aligning with ongoing efforts to be more sustainable, IKEA Belgium asked customers to return their old catalogues to the store in exchange for a Christmas gift. Teasers on social media helped spread the cheer, promoting the concept of a *green* Christmas.

In the end, 1,000 customers were mailed back their recycled catalogues in the form of a DIY decoration kit containing eight Christmas baubles, 152 decorative stars and two small table trees – and, of course, instructions for assembly.

The campaign reinforced the value of recycling while also showcasing that sustainability can help innovate channel use. The old direct mail catalogue was transformed into new, creative decorations to captivate customers. Not only was it successful in recapturing their joy of receiving the catalogue, but, it also came with a special type of home decor they couldn't find in stores.



COMPANY: IKEA | PRODUCT: IKEA Catalogue | COUNTRY: Belgium | AGENCY: Ogilvy Social.Lab Brussels | TEAM: Creative Director: Gregory Ginterdaele | Creation: Gregory Ginterdaele, Antoinette Ribas | Production Design: Anne Debruyne, Xavier Vanderplancke | Production: Marianne De Meuleneire, Frank Machtelincx | 3D Video: Cinesco.com | Music: Yellowbloom.nl
Account Team: Carolines Charles, Barbara Hennin | Strategy: Julie Frederickx | Social Media Strategy: Elliot Steed