

# A CATALOGUE THAT MEASURES UP

By shifting the focus of anticipation from getting the catalogue to measuring for new home furnishings, IKEA effectively increased conversion.

Canadians came to expect the IKEA catalogue in the mail every fall, but there came a point when their excitement began to fade. IKEA wanted to reignite that feeling of anticipation, not simply to motivate people to visit their local IKEA store but also to support the company's values. Because their catalogue is a proxy for the brand.

A new campaign launched *The Most Helpful Book in the World*, with outdoor and digital advertising developing awareness and interest for the drop. Besides creating a feeling of anticipation, IKEA also wanted the catalogue to serve as an inspirational guide for its shoppers. So, the most helpful measuring tape in the world was delivered with the catalogue. And it looked just like the cover. At intervals along the tape, messages invited homeowners to discover items of furniture on specific pages of the catalogue. It was encouraging homeowners to start measuring for their new look.

The highly successful campaign saw in-store sales increase by 14 per cent compared to the previous year [almost 11 per cent higher than targets]. In just one day on social media the measuring tape helped to exceed estimated retweets with an average reach of 41,000 and over 265,000 impressions on Facebook.

IKEA succeeded in engaging its customers by offering an experience that was relevant and useful. As part of a precisely sequenced, integrated campaign, direct mail succeeded in selling every inch of the way.



CLIENT: IKEA | PRODUCT: IKEA Catalogue | COUNTRY: Canada | AGENCY: Leo Burnett | AGENCY TEAM: Chief Creative Officer Judy John | Creative Director Lisa Greenberg | Group CDs Morgan Kurchak, Karen Larmour, Anthony Chelvanathan, Steve Persico | Agency Producer Anne Peck | SVP, General Manager David Kennedy | Group Account Director Natasha Dagenais | Account Director Danielle Iozzo | Account Executive Rebecca Simon | Planner Lisa Hart

