

# HOME SWEET HEM

IKEA encourages its most valuable FAMILY members to re-engage by sending a cross-stitched “email” with a personal URL.

IKEA wanted to drive some of its most valued FAMILY members to a website where they could download a £5 coupon if they opted in to email communications. Data analysis suggested that this high-value IKEA FAMILY segment became even more valuable as customers when they were opted in to both mail and email.

In response to the challenge to send “an email with no email address,” they created a hand-made digital concept using a physical trigger that felt right at home with the IKEA FAMILY segment. The aspiration of the piece was that recipients would see it as a keepsake, and a permanent reminder of the role IKEA plays in their home-making.

The first of its kind, a cross-stitched physical email was mailed out. In true IKEA style, the piece brought the brand’s unique character and homey values together to show how much this segment was appreciated.

The Home Sweet Hem sampler featured a personal URL prompting recipients to go online, update their details and receive the coupon to use in-store. Letters are meant to be written on paper. But here’s one written in thread on cotton fabric. Using tactile design that enhanced intimacy and connection, this brand communication leveraged data targeting and direct mail to compel recipients to take action online.



CLIENT: IKEA PRODUCT: IKEA FAMILY COUNTRY: United Kingdom AGENCY: LIDA AGENCY TEAM: Executive Creative Director – Nicky Bullard, Creative Director – Vaughan Townsend, Copywriter – Dan Wright, Art Director – Andy Preston, Designer – Mirjami Qin, Dan French, IKEA FAMILY Lead – Marketing & Communications – Danielle McManus, Planner/CSU Director – Mily Williamson.

