

Ikea ramps up sales growth with fresh radio creative

BACKGROUND

Ikea is in the business of simple, well designed, functional solutions, including furniture, accessories, bathrooms, kitchens and offices that create a better everyday life. Low price is the focus. Its vision is to deliver durable, stylish home furnishings to fit many tastes and a variety of budgets.

MARKETING OBJECTIVES

With 30 years in Canada and counting 11 stores in operation, today Ikea has developed exceptional brand equity in this country. The company aims to widen the appeal of its product range for new and existing customers. The objective is to build awareness of priority business areas; drive traffic by communicating events, activities and news; and achieve maximum reach and a dominant market presence.

ROLE OF RADIO

Radio offers Ikea an excellent opportunity to reach its target audience quickly, frequently and cost effectively; to capitalize on radio's flexibility to communicate multiple creative messages; and to ensure strong market presence during opportune retail time periods.

An additional benefit of the medium is its refined and personalized targeting ability. As Ikea's key audience is women aged 25 to 54, radio provides an ideal way to reach this group through optimum station selection and scheduling. News and traffic tags are incorporated into the media plan to add further market presence in prime listening and commuting times of the day. Radio also offers highly affordable opportunities for frequent promotion of events over a four-to-five-week period.

From a creative point of view, radio is an excellent choice to effectively showcase Ikea's star character whose distinctive voice grips the consumer's imagination and whose Swedish accent and message becomes instantly identifiable with the brand. The consistency of message and tone executed throughout a variety of creative spots is ideally suited to the medium. Radio also affords high frequency of message and the flexibility to run multiple variations on a branding theme that builds store traffic and sales through specific tactical messages.

Using radio's one-on-one personal consumer reach, Ikea's unique creative style commands wide appeal and inspires high-volume store visits and sales.

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RESULTS

Ikea's inventive radio ads are driving record awareness and recall for the retailer, healthy sales growth and increased top-of-mind brand awareness. Radio has played a key role in this success.

Without adding more to the budget, Ikea made radio a lead element in its media strategy and got more efficiency, reach and mileage for the media dollar.