

Case study: IKEA Finland

Campaign aims and objectives

The aim of our full-page campaign was to reach a large number of Finns and to show them that making your dreams come true does not have to be expensive.

Campaign solution

In addition to nationwide coverage, Kärkimedia also offered regional visibility in local newspapers.

Local newspapers are valued and loved by their readers, and IKEA Finland gained a large number of new customers from these new localities.

Kärkimedia's solution provided IKEA Finland with an effective means to tell customers in these localities about our new Click & Collect points that can be used to pick up products ordered directly from our online shop.



Media: Aamulehti, Helsingin Sanomat, Hufvudstadsbladet, Keskisuomalainen, Savon Sanomat and Turun Sanomat.

Readership: 1,273,000

Coverage of the market: 44%



Results

“ We have achieved good results with clever and clear brand messaging because every euro spent on a newspaper advertisement generates almost €8.”

Kärkimedia’s media offer an excellent media environment for long-term brand building.

This year we have focused especially on raising awareness of our responsibility initiatives.

We can be very satisfied with our collaboration with Kärkimedia!”



Anu Koskinen
Country Marketing Manager
IKEA Finland

The campaign generated increased interest and prompted readers to visit our website.

- As many as 71% of the respondents felt that the advertisements were aimed at them.
- Our new recycling scheme generated a lot of interest, and almost one in four of the respondents planned to visit the Ikea website.
- 91% of the respondents reported that the campaign had increased their interest in the IKEA brand.