

IKEA

白硯齊 Agatha Pai
許庭瑜 Alice Hsu
吳毓嫻 Cherry Wu
林孟穎 Jasmine Lin
林佑禎 Jocelyn Lin
劉芮君 June Liu
林昕宓 Mavis Lin
邱禮瑄 Renee Chiu

椅~啊

走起兜位呀？



Outline

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- SWOT
- Participants print
- Goal
- IA
 - IA - Digital platform
 - IA – Event page
 - KPI
- Budget

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SWOT



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- Scenario atmosphere
- Low price
- Well-design
- Various categories
- Completed catalog

- Spot shortness
- Unstable Texture

- Eco-Consciousness
- Children Right Care
- Fair Trade

Other same price
furniture chain shop (ex:
HOLA)



Participants print 1/2 椅~啊 走起兜位呀?

- **Target customers:**
 - Young families that want stylish furniture
- **Elisa**
 - A **29**-year old **married female** interior designer working for a well-known studio.
 - Fairly art-savvy, having been a professional designer for over 5 years
 - Lives in a **middle-class** neighborhood in an apartment in Taipei with her twins, Ian and Ada
 - Her husband, Ken, who works as an editor in chief in a famous sports magazine.



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Participants print 2/2

- **Cares about living quality**
- Wants her children to have a sense of beauty
- Makes approximately **NTD\$480000/year**
- Goes to museum and art exhibition twice a month with her family
- Reading designing magazines for inspirations.
- **Simple design and Modernism**
- A member of Wine-Max, a wine-tasting forum, enjoys wine tasting
- Attends wine tasting events with her husband
- Going to Sweden with her family and having her own bar

Goal



More visitors on IKEA website

Google search results for 'IKEA'. The search bar shows 'IKEA' and the search button. Below the search bar, it says '搜尋 約有 155,000,000 項結果 (搜尋時間: 0.17 秒)'. The results are categorized into '全部', '圖片', '地圖', '影片', '新聞', and '更多'. The '全部' category is expanded, showing several search results. A hand cursor is pointing at the first result: '居家佈置、沙發、床墊、廚具、系統櫃、餐桌椅、燈具、家飾- IKEA'. Other results include 'IKEA IKEA 宜家家居網站提供你超過7500項的商品...', '線上型錄和專刊', '找不到此網頁', and 'IKEA新莊店'.

The IKEA website homepage. The top navigation bar includes 'IKEA' logo, a search bar, and links for '如何找到IKEA?', '我們的服務', and '宜家卡'. Below the navigation bar, there are several menu items: '所有商品', '新品', '再創低價', '客廳', '臥室', '廚房', '兒童天地', '布料織品', and '所有居家空間'. The main content area features a large banner for '愛心送餐大募集!' (Love Meal Donation Campaign). The banner includes photos of children and a call to action '加入捐款行列 >'. Below the banner, there are several smaller sections: '產品安全訊息', 'IKEA PS 2012', '讓臥室更舒服、更溫暖', '不用敲打或木工 居家改造全紀錄', and '家具大搬風 佳句一窩蜂'.



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IA

Digital platform

Banner

Text-link

Keyword

Viral video

Facebook fan
page

IKEA's homepage

Event page

0.0 Event page + rules
+introduction flash

1.0 Game

2.0 Ranking

3.0 Winning list

1.1 Facebook share
(mandatory)



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IA-Digital platform



@ Yahoo

Banner

Text-link

“椅~啊走起兜位呀?
IKEA” @ Yahoo

設Yahoo!奇摩為首頁 網友意見大調查 4折!鮑魚+避風塘炒蟹大餐 6月8日星期五 臺北 26°C~34°C 手機版

YAHOO! 奇摩

網頁 | 知識+ | 圖片 | 影片 | 部落格 | 生活+ | 購物 | 新聞 | 字典

熱門: 負債者聯盟 葉湘怡 杜鵑化石 金價 電腦展 排毒水果 粉刺 知識: 頭皮出油怎辦 小黑蚊

資訊 | 消費 | 焦點新聞 | 運動 | 娛樂 | 新奇 | 發燒話題

新聞 | 股市 | 理財 | 運動 | 知識+ | 汽車機車 | 房地產 | 工作 | FUN | 名人娛樂 | 遊戲

拍賣 | 超級商城 | 購物中心 | ATM | 大團購 | 折扣+ | 社群 | 交友 | 無名小站 | 部落格 | 信箱

丁噠微电影 Y!奇摩獨家首播 Hi, J76142002 登入

新信+ 知識+ 拍賣

IKEA 來玩遊戲就有機會贏得瑞典雙人來回機票!!

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i!nt 草莓洞洞肌 永遠掰掰!! 買毛孔精華液 送\$350平衡液 立即搶購!

快搶 非常放電絲襪 夏裝好便宜 迷你熱褲 買到即裝 下班性感服

Lovely Wedge! GRACE GIFT 長腿渡假系涼鞋



網頁 | 知識+ | 圖片 | 影片 | 部落格 | 生活+ | 購物 | 新聞 | 字典

網頁搜尋

熱門: 椅~啊走起兜位呀? 輔仁大學英文系畢業茶會 金價 電腦展 知識: 頭皮出油怎辦 小黑蚊



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IA-Digital platform



“傢具” @ Google

Banner

Text-link

Keyword

Viral video

Facebook fan page

@ YouTube





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Main Characters

Ken

- male, 33-year old, married, an editor

Ian



Ada

Elisa

- middle class, living in Taipei
- a art-savvy & professional designer

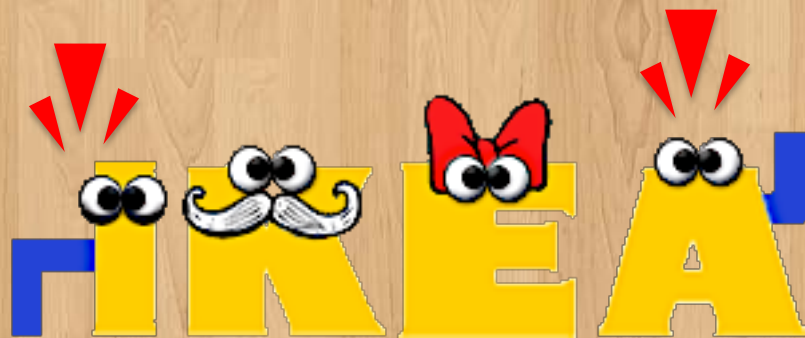
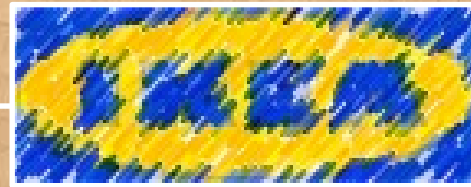
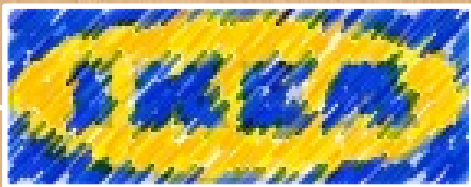




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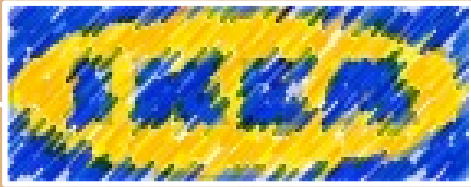


Story



Story

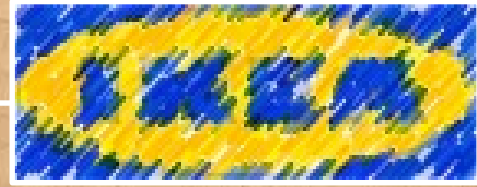
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- Mission -

Find out 

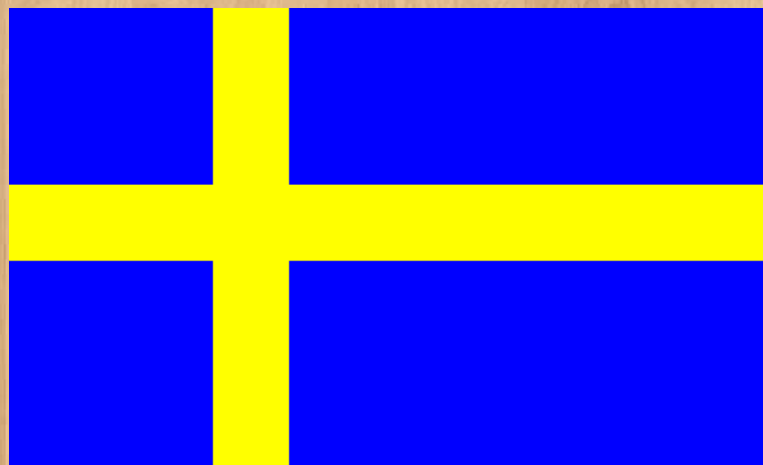
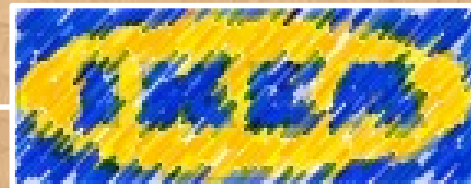
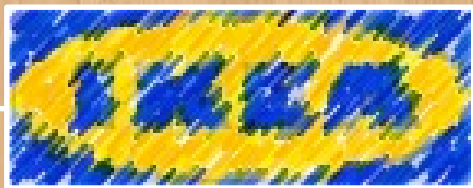
- Participants -



START
GAME

Story

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客廳

臥室

廚房

兒童天地

布料織品

家飾用品



回到遊戲

排行榜

得獎名單



<LEVEL 1>

你找

>>分享你的

Level	Minimum
Level 1	3 chairs
Level 2	7 chairs
Level 3	12 chairs
Level 4	18 chairs
Level 5	25 chairs

<LEVEL 1>

GOAL: X3

NOW: X?

活動辦法 / 注意事項

1. IKEA宜家家居(以下簡稱主辦單位)保有審核內容是否適合於活動網站發表之權力,若參加者發佈不雅、暴力、涉及詆毀等與本活動無關之內容,主辦單位得不待通知,逕行刪除。



Scattered photos

zoom in

find chair (Special target for special occasions)

score

share on FB



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KPI

Impression
[portal site: yahoo]:

10 million/day

CTR

0.04 → 400,000

Bounce rate

0.2

→ 80,000

→ 320,000 stay in

→ Including same IP players



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Budget

Yahoo banner (熱門式)

NTD\$660,000

Yahoo text link

NTD\$100,000

Game design & programming

NTD\$1,000,000

Facebook fan page runner

NTD\$60,000/3 months

1st prize: Round plane ticket Norway for 2 people
(within 12 months)

NTD\$100,000

2nd prize: IKEA coupon

NTD\$50,000x3=150,000

3rd prize: IKEA restaurant coupon

NTD\$6,000x5=30,000

4th prize: IKEA chair

NTD\$1,000x10=10,000

Prize for participation: IKEA accessory

NTD\$50x50=2,500

Total:

\$2,112,500