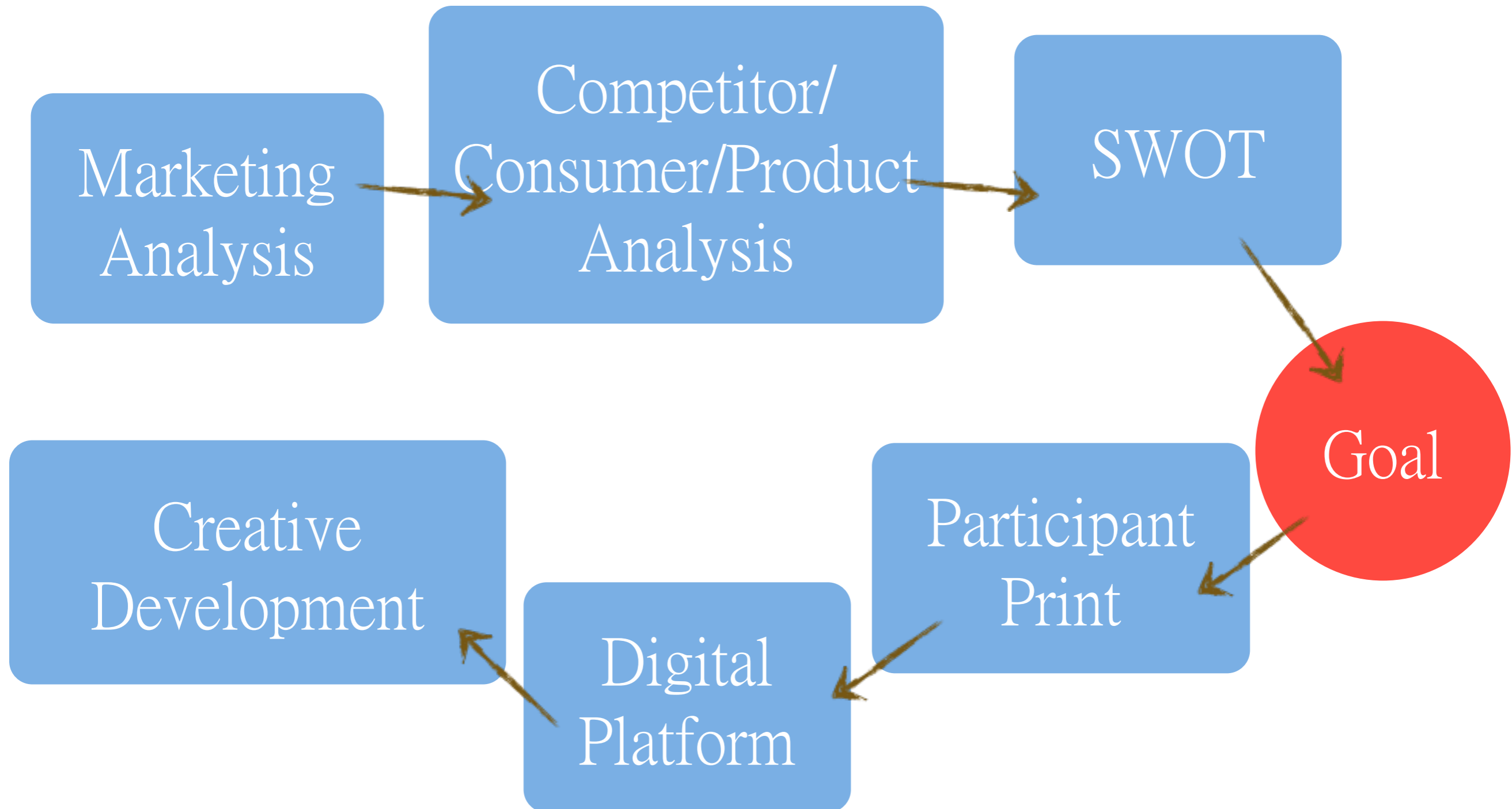


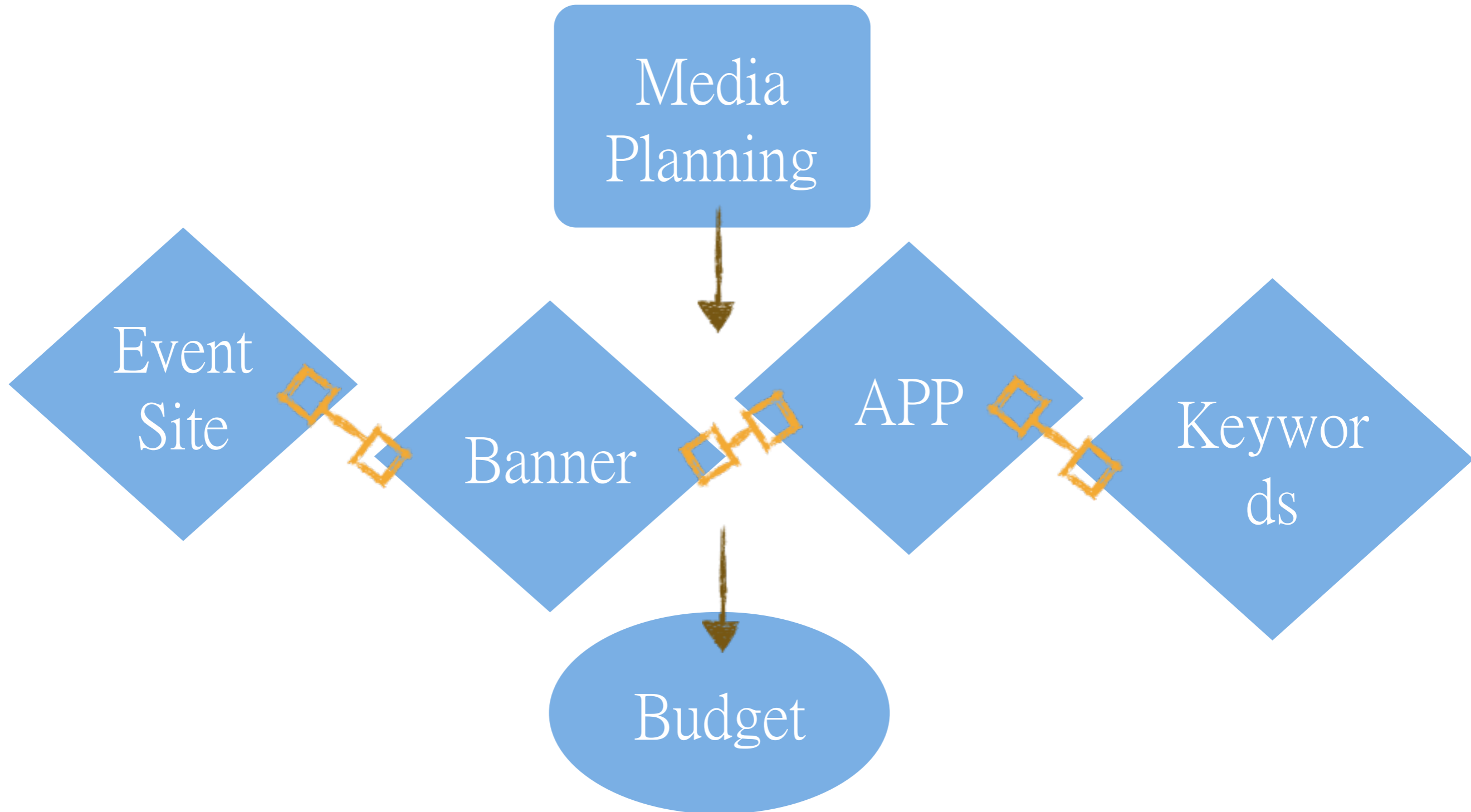
IKEA Marketing Plan

Presenters: Abigail, Vivienne, Sophia, Harriet, Winni, Esther

Outline

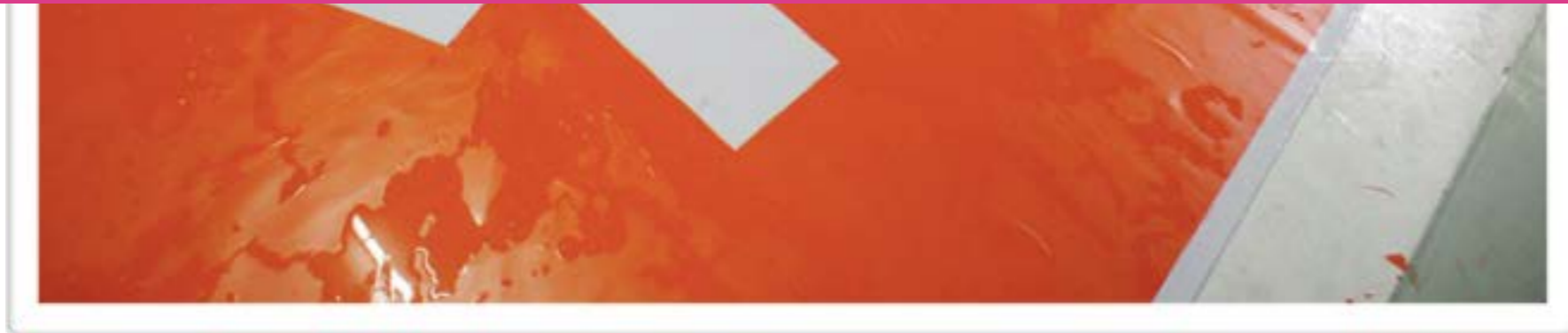


Outline





Competitors

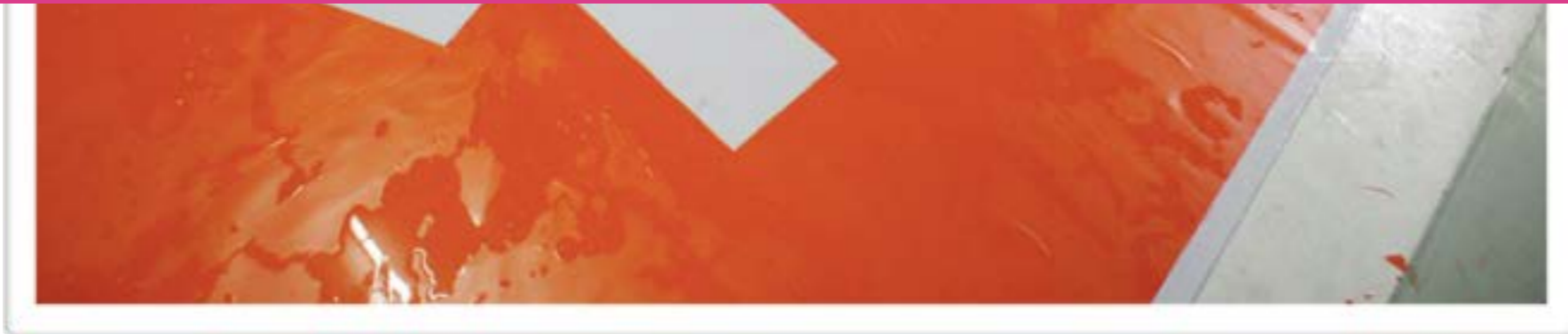


	B&Q	IKEA
Position	DIY renovation materials	cheap, unique, designed furniture
Style	warehouse club/ mix and match/ display in order	retail business/ for one/ display room/ restaurant
Consumer	20-39 yr/\$20-60K/ Supervisors	20-39 yr/ \$20-80K/ female, housewife

	B&Q	IKEA
Image	<ol style="list-style-type: none">1. DIY2. varieties of merchandise3. clear and fair price4. professional tools	<ol style="list-style-type: none">1. Display room2. strong atmosphere in the mall3. stylish and designed furniture4. another style of shopping mall



Product



IKEA[®]

好設計 更經濟

搜尋



如何找到IKEA?

我們的服務
常見問題
聯繫我們

宜家卡
我的購物
English

所有商品

新品

再創低價

客廳

臥室

廚房

兒童天地

布料織品

所有居家空間



帶來幸福氛圍



Commercials

IKEA PS 2012
搶鮮看！搶先用！



發現IKEA最新設計系列，就有機會擁有超薄1公分全球限量紙片機與未上市新品！

立即參加

樂搜小寫真
尋找幸福記號



拍下IKEA家具家飾上讓你微笑的小記號，上傳、分享或按讚，3000元禮券等你抽！

馬上尋寶去

不用敲打或木工
居家改造全紀錄



小訣竅 大改變
教你輕鬆實現北歐鄉村風！

小宅變好宅

家具大搬風
佳句一窩蜂



快來運用IKEA的家具家飾
打造你的專屬祝福！

馬上動手做

Activities

Ideas

2012年型錄App 免費下載



IKEA最新專刊和型錄



Catalogue

純正瑞典美味
就在IKEA!



愛心送餐大募集!



Restaurant



IKEA Taiwan 宜家家居粉絲團

Tuesday

[肉丸好朋友] 大家想知道，平常就在IKEA上班、最了解產品的員工們，口袋裡珍藏的必買好物是什麼呢？肉丸版主替粉絲明查暗訪，蒐集到好多實用小物！

第一個推薦的人氣商品就是TORVA寶寶浴巾帽兜，100%棉質舒適柔軟，小寶貝洗完澡可以馬上包攬全身，戴上帽子更不怕吹風著涼，外出一秒變身小被被...一兼兩顧，送禮自用都合適！

<http://www.ikea.com/tw/zh/catalog/products/1019483/>

See Translation

150000x2=300000



Photos



新品搶鮮看! ...



最新電視廣告



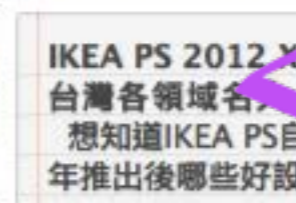
IKEA 台中店最...



Events



Videos



Notes



Likes



SWOT Analysis




IKEA

S (Strength)		W(Weakness)
Product	Product variety Product testing	Low number of store/ Limitation of online shopping/ Limitation of design software
Feature	Swedish home furnishing style/ One-stop buying/ Shopping route/ Children Playground/ IKEA 3D Kitchen Design Software	

O(Opportunity)

T(Threat)

- 
1. Flat pack
 2. Sustainable life furniture
 3. High house price
suite renting (small range
design)

- 
1. Recession
high oil & electricity price
 2. lower standard of salary

Goal

To increase the
browsing rate of
IKEA's official
website

The image shows the exterior of an Ikea store. The word "IKEA" is written in large, bold, orange letters on a blue background. The letters are mounted on a blue metal structure. Above the letters, there are several black light fixtures. The background is a clear blue sky with some light clouds.

IKEA

TA Analysis

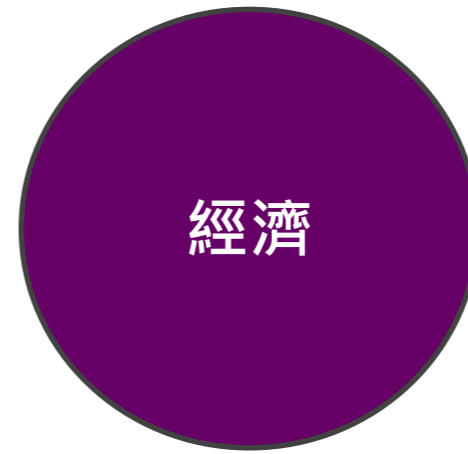
TA - Demographics

- **Sex:** female
- **Age:** 25-39 years
- **Education:** mostly college or university
- **Occupation:** business woman and housewife (including newlyweds)
- **Marital status:** single or married
- **Other Characteristics:**
 - like to be fashionable and stylish while valuing functionality
 - have medium to small-sized living spaces
 - Frequent internet users

TA – On IKEA Website

- Attracted by IKEA in-store shopping experience
 - Concerned about product quality
- Unless there are special campaigns, discounts, etc., they **rarely have incentives** to visit the official website.

Creative Development



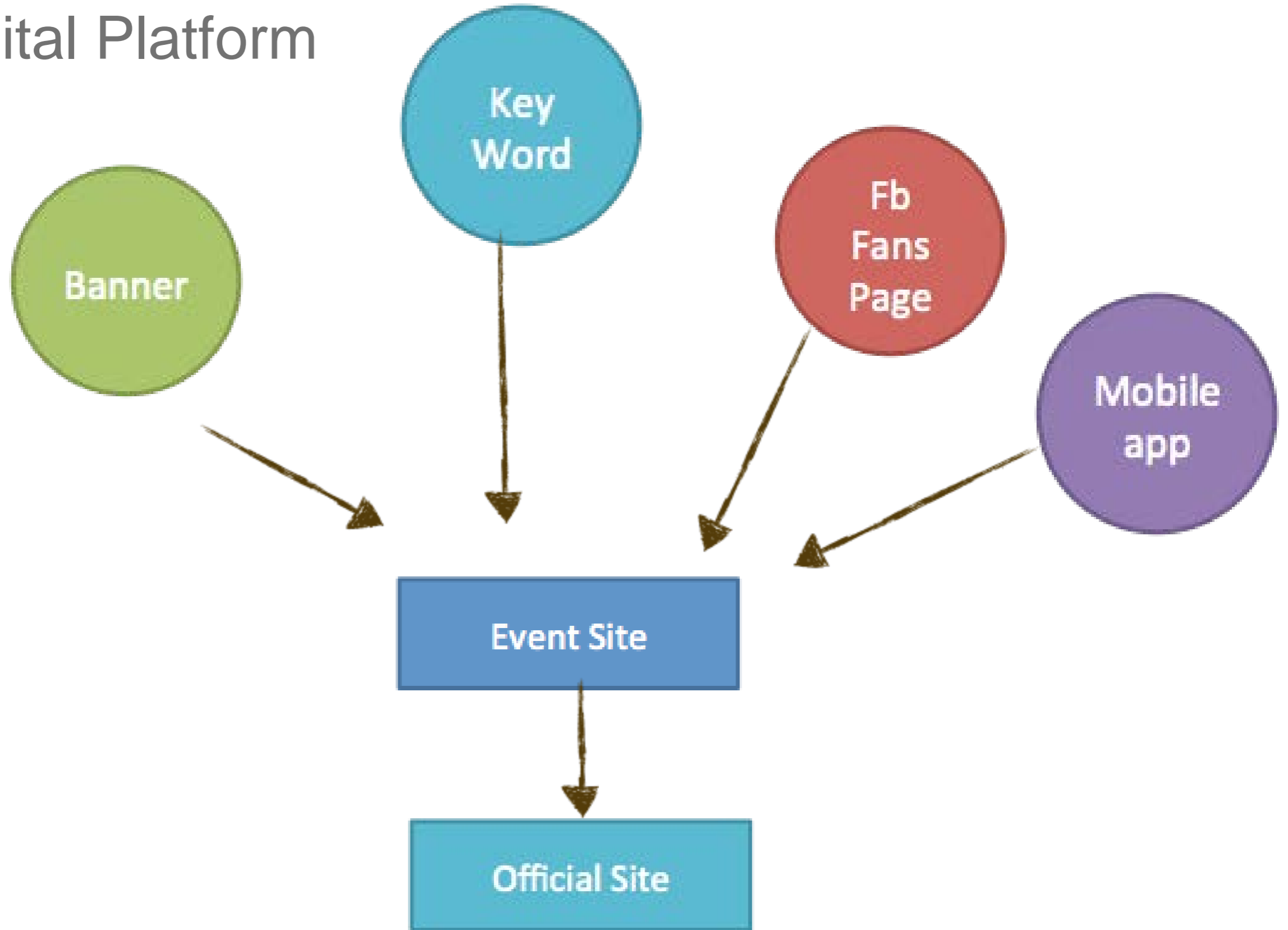
原因：配合物價房價高漲，空間越便越小，配合TA（單身女性/家庭主婦）收納功能強的需求

主打：官網提供更強的智慧收納家具，同時，更為消費者省荷包

玩出你的“省”美觀

Media Planning

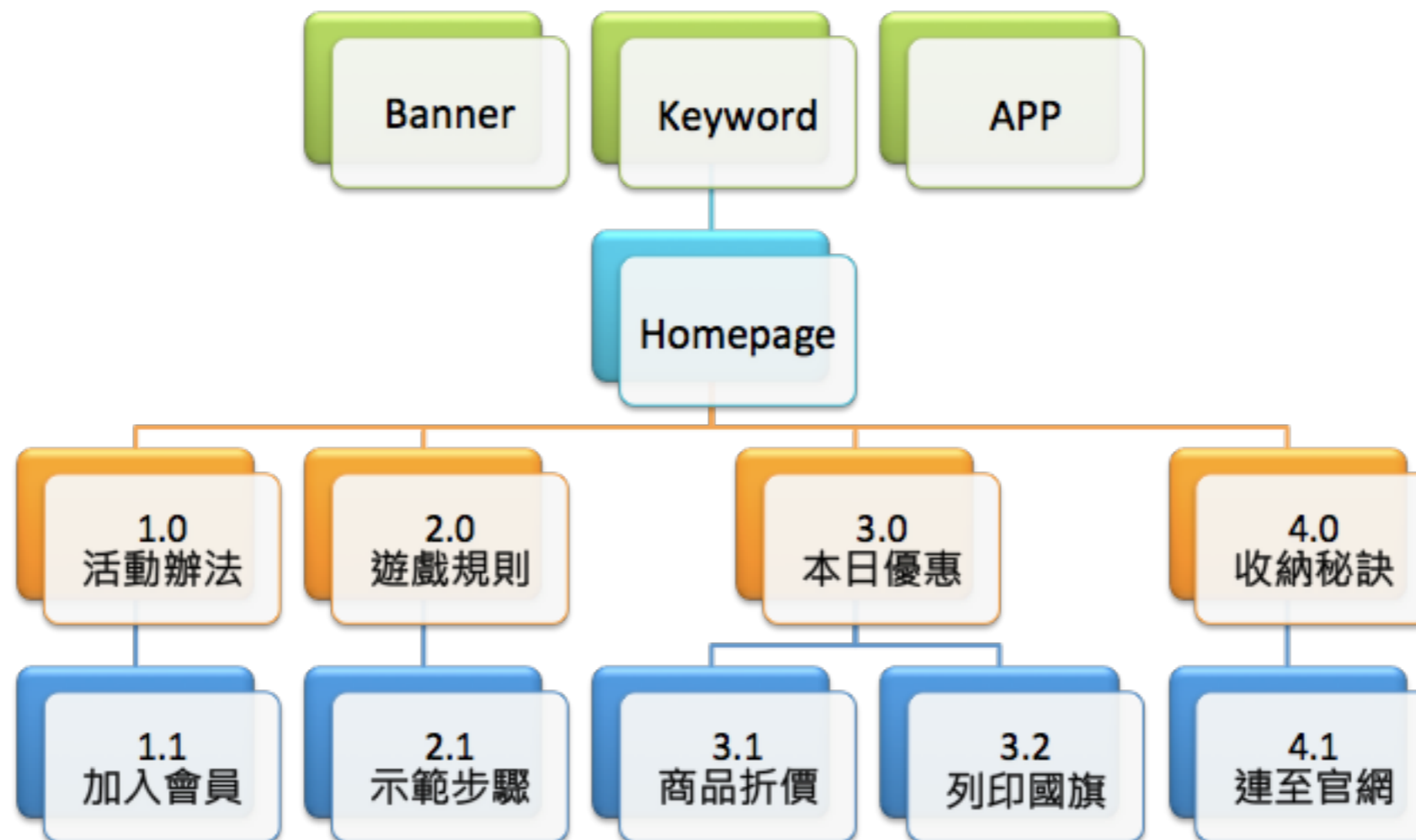
Digital Platform



Content /Format	Purpose	Viral Effect
Banner	Use flash in banner to attract visitors and increase CTR	Interactive flash banner related to the event
Key Words	Mark target customers	Show in the first searching page
Event Site	Use interactive game to deliver key info of IKEA	Share the event on FB after gaming.
Mobile app	Encourage visitors to the shop	Get the discount and QR Code

Event Site

Information Architecture



IKEA®

全民抗漲大改造



出你的省美觀



活動辦法

遊戲規則

本日優惠

收納秘訣



1. Become IKEA member or follow FB fanspage
2. Start gaming
3. Collect Sweden flag button during the game
4. Print out serial number/capture QR code
5. Go to stores to get IKEA product discount or complimentary food

IKEA®

全民抗漲大改造



出你的省美觀



活動辦法

遊戲規則

本日優惠

收納秘訣



1. Choose scenario:
High heels(Single women) or Apron (Housewife)
2. Choose setting: Living room, kitchen, bedroom,
bathroom, balcony...
3. Clean up the mess
4. Get bonus: Sweden flag button



IKEA®

全民抗漲大改造



出你的省美觀



活動辦法

遊戲規則

本日優惠

收納秘訣



1. Specific storage product discount:

E.g. Sealing Clip (69NTD) 20% off



2. Complimentary ticket for IKEA food:

E.g. Vanilla ice-cream (10NTD) for free



IKEA®

全民抗漲大改造



出你的省美觀



活動辦法

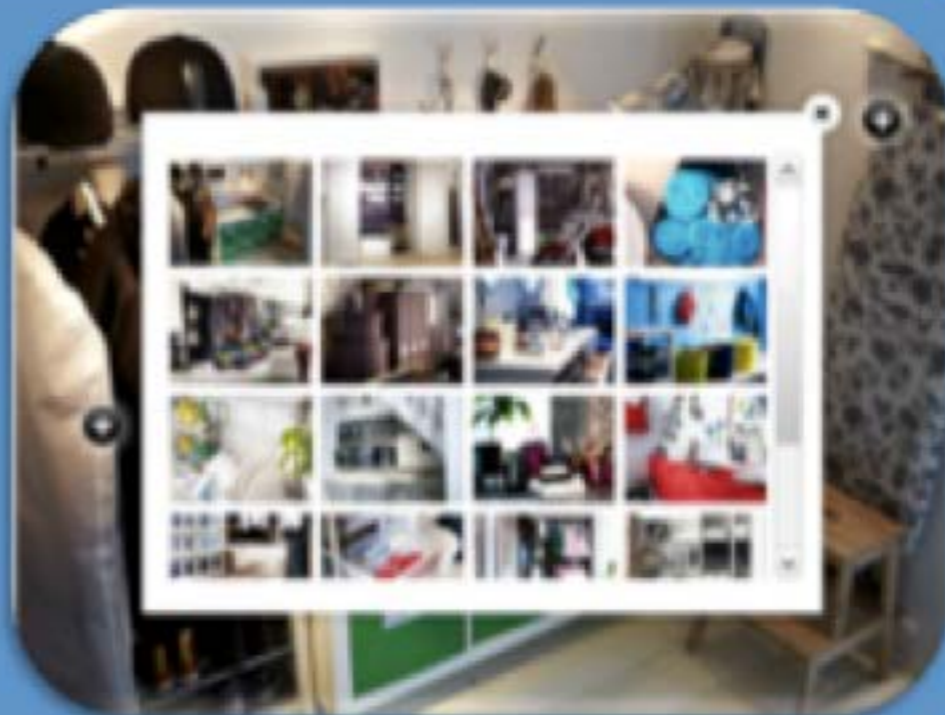
遊戲規則

本日優惠

收納秘訣



1. Link to IKEA
official website
→ 「空間布置靈感」



角色選擇

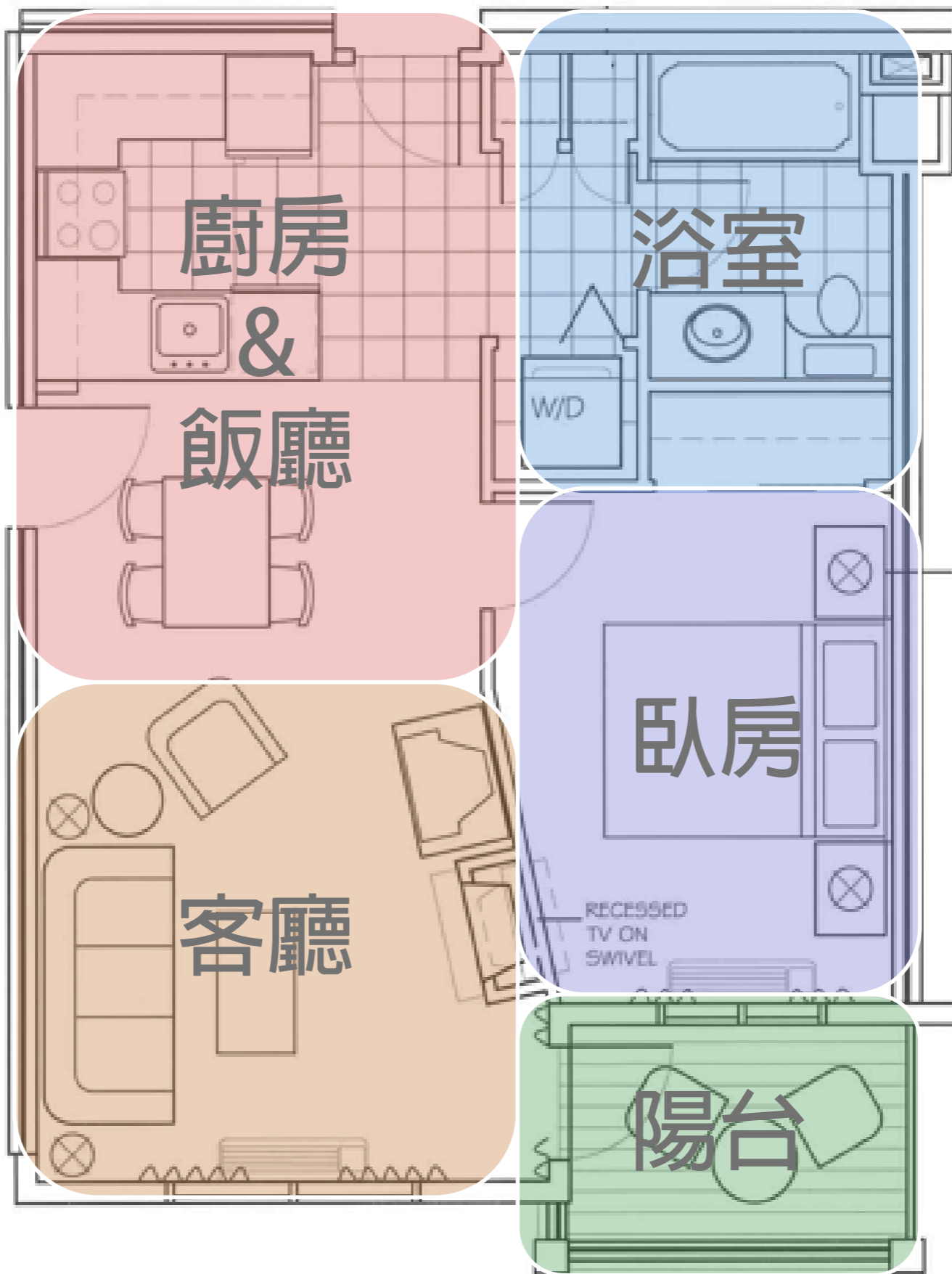


單身OL



家庭主婦

場景選擇



場景選擇



客廳

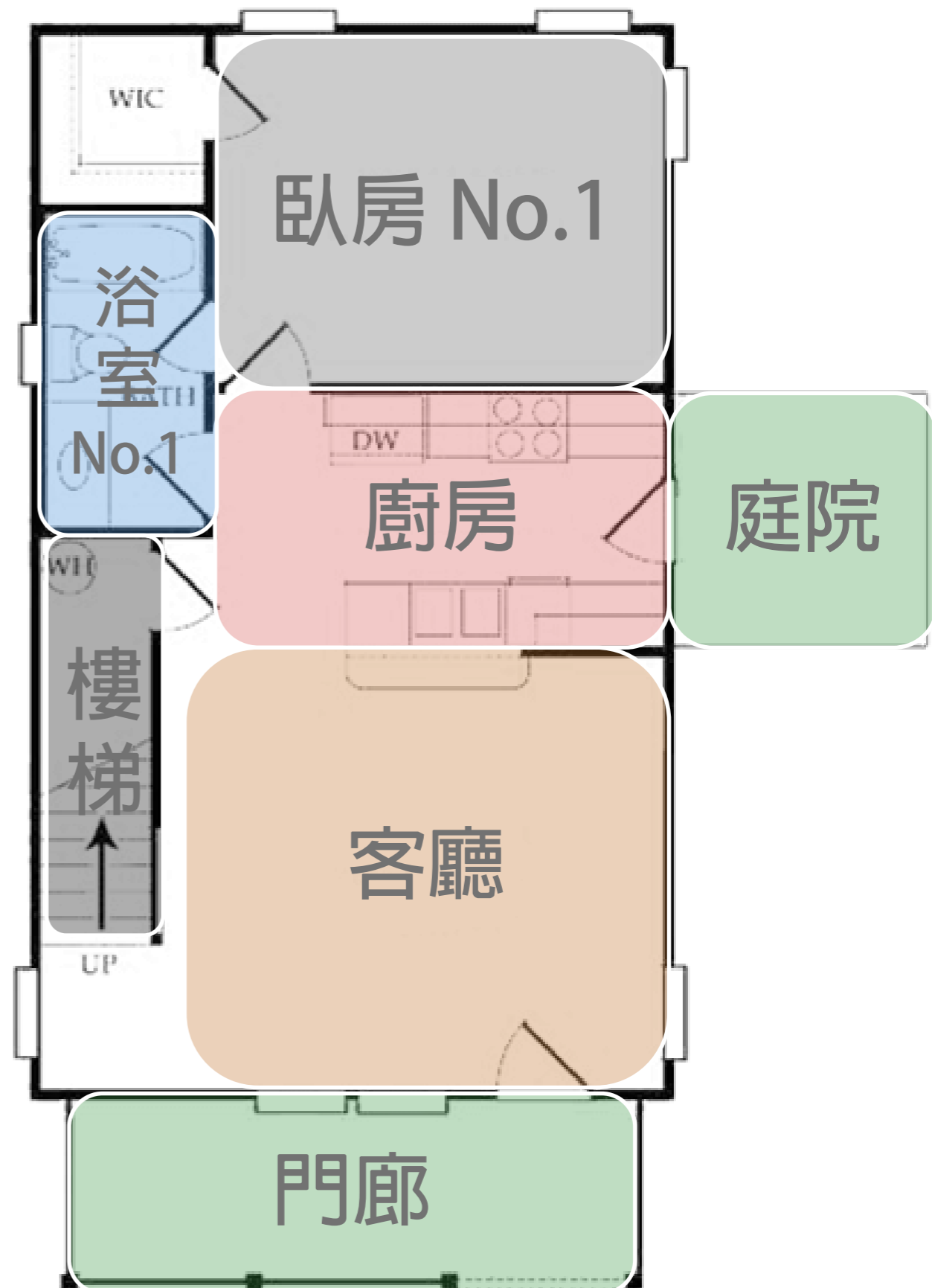
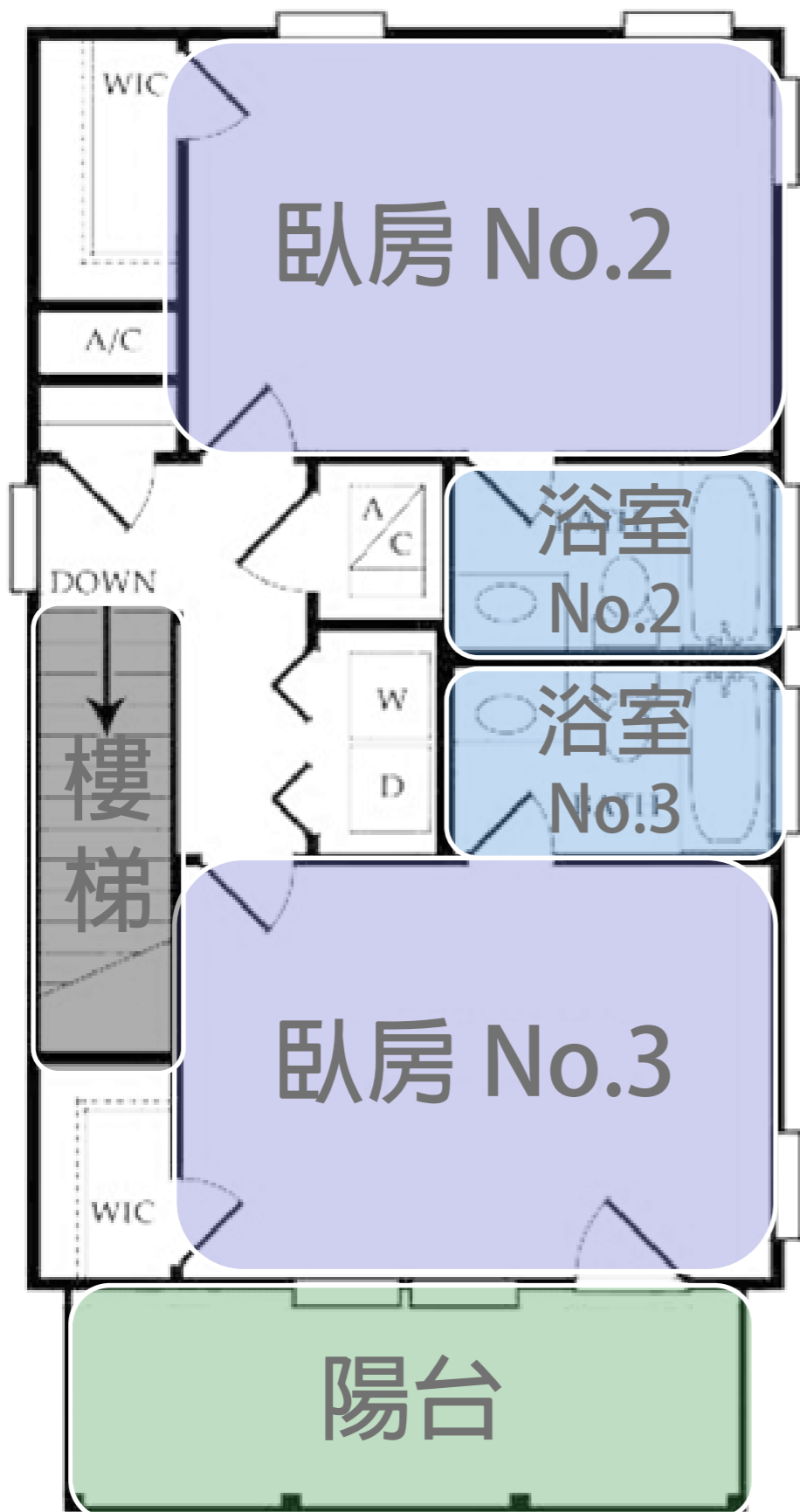
臥

陽

DRAWER, IN LIGHT

REC TV C SWIT

場景選擇



場景選擇



WIC
浴室
No.1



廚房

庭院



客廳



Mobile APP



Interface and functions
= event site

Add a new button
= 產生QR code

Banner

Placement

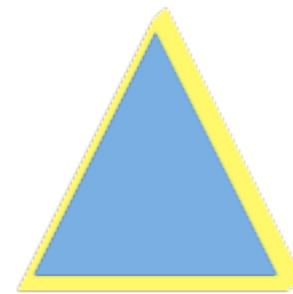
- Your budget?
- Their traffic?
- Their target?
- Purchasing system?
- Cost?
- Ads abundance?

Placement

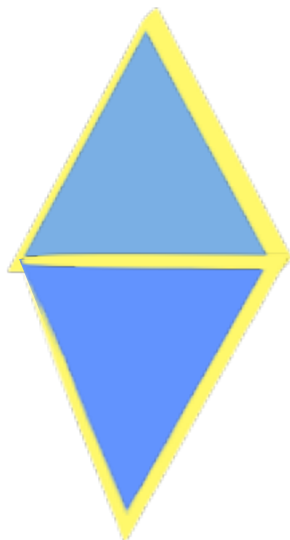
- Related catalogue under the main searching page
- EX: Yahoo' s 品味居家 page
- Related social community
- EX: DECO + 家論壇
- Shopping information site
- EX: 雅室居家生活網

Inspiration

iAd



interactive



Creative + convenient + attractive

banner Budget

DECO家

附件-廣告版位-內頁

12.000
/month

\$ 40,000/月

9.000
/month

\$ 30,000/月



\$ 50,000/月

\$ 20,000/月

\$ 30,000/月

15.000
/month

6.000
/month

180.000 ~ 72.000
/ year

15 Days

六月						
日	一	二	三	四	五	六
					1	2
					IKEA 首頁 Fb曝光	IKEA 首頁 Fb曝光
3	4	5	6	7	8	9
			IKEA 首頁 Fb曝光		IKEA 首頁 Fb曝光	
			banner 新聞內頁 多處聯合曝光	banner 新聞內頁 多處聯合曝光	banner 新聞內頁 多處聯合曝光	banner 新聞內頁 多處聯合曝光
10	11	12	13	14	15	16
	IKEA 首頁 Fb曝光		IKEA 首頁 Fb曝光			
banner 新聞內頁 多處聯合曝光	banner 新聞內頁 多處聯合曝光	banner 新聞內頁 多處聯合曝光	banner 新聞內頁 多處聯合曝光			
	最大首頁橫 幅曝光	最大首頁橫 幅曝光	最大首頁橫 幅曝光			

FREE

15,000

3,000

Design #a.

NAMEA®

改造任務 **PLAY!**

Design #b.



NEA®

Budget

Digital Plan	Cost (NT\$)
Event site	600,000
Mobile App	100,000
Banner design	80,000
Banner& Key Word	506,000
Total	1,286,000

Thanks for your attention