

# IKEA & One Campaign Addressable



ABC1 Adult and Homeowner Targeting



## Overview

Ikea used Sky Media's One Campaign Addressable alongside a wider media marketing mix to showcase its 'Surprise, it's IKEA' campaign. Using comedy to poke fun at its high-end kitchen rivals, the home furnishing brand wanted to boost awareness of their modern kitchen range, alongside its associations with style, luxury and most importantly affordability.

## Plan

With One Campaign Addressable, IKEA's creative was delivered across AdSmart from Sky, VOD and Linear. ABC1 adults and homeowners were targeted, maximising reach and efficiency by only targeting customers most in-market for a new kitchen.

## Research Approach

Using independent research agency, BVA BDRC, an online brand uplift study was conducted to isolate the impacts of the One Campaign Addressable campaign. A test versus control methodology was adopted, with a total of 938 Sky customers interviewed.

## Summary



## Results

Advertising Recall

**+31%**

Increase in spontaneous ad recall when asked 'which kitchen brands have you seen advertising for recently'

Brand Awareness

**+15%**

Increase in spontaneous awareness as a 'kitchen brand'

Brand Image

**+28%**

Increase in agreement that 'IKEA connects with who you are and the things in life that you really care about'