

IKEA

Case Study in RETAIL

IKEA's Challenges

IKEA was founded in Sweden in 1943 and has since grown into a major retail experience and cultural phenomenon. Known for their stylish and cost conscious home furnishings, IKEA carries over 9,500 individual products displayed in simulated room settings. Last year 522 million customers visited an IKEA store, primarily on weekends and holidays.

In 2008, over 191 million copies of the IKEA catalog were printed in 56 editions and 27 languages. In the US alone, 24 million catalogues are sent out. With the growth in catalogue mail sent to consumers, as well as competition from online and email marketing, IKEA US sought to increase engagement for this historical staple of their marketing and product ordering efforts.

Cellit's Solution

Cellit executed the "FINDIT" mobile quiz, a "scavenger hunt" through the fall IKEA catalog. Each participant was sent a question for which the answer could be found in the pages of the IKEA catalog. Upon successfully answering the first question, additional questions were sent - up to a total of three. Random participants were awarded gift certificates for participating, while one grand prize winner was given a \$10,000 shopping spree.

To augment the mobile component, and reach individuals who preferred another method of entry, an IKEA FINDIT website was created that replicated the experience online.



Quick Facts

- Goal: increase catalog readership
- Call-to-Action on Page 1 of the catalogue
- 160,000 subscribers in the first 2 weeks
- \$30,000 in prizes given to over 600 winners
- Nearly 24,000 people played on the first day of the catalog drop
- Average time spent playing the game - 11.5 minutes

Results

Within the first week of launching the FINDIT campaign, over 100,000 participants opted into the game, and total participation surpassed 210,000.

Nearly 69% of the participants completed the three question scavenger hunt correctly. Over 600 prizes were awarded in total.



Participant Growth

