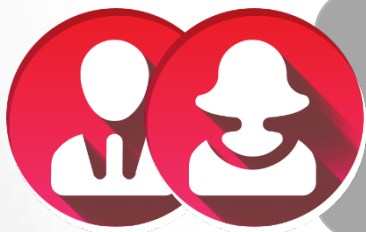


Consumer Research: Ikea

IKEA announced the grand opening of their first store in Halifax, Nova Scotia. Bringing their playful tone to the East Coast, IKEA created a contextual campaign using a variety of Out-of-Home formats including Posters, Transit and Ferry.



Creative Agency: Diamond Integrated Marketing
Media Agency: Jungle Media
Client: Ikea
Year: 2017

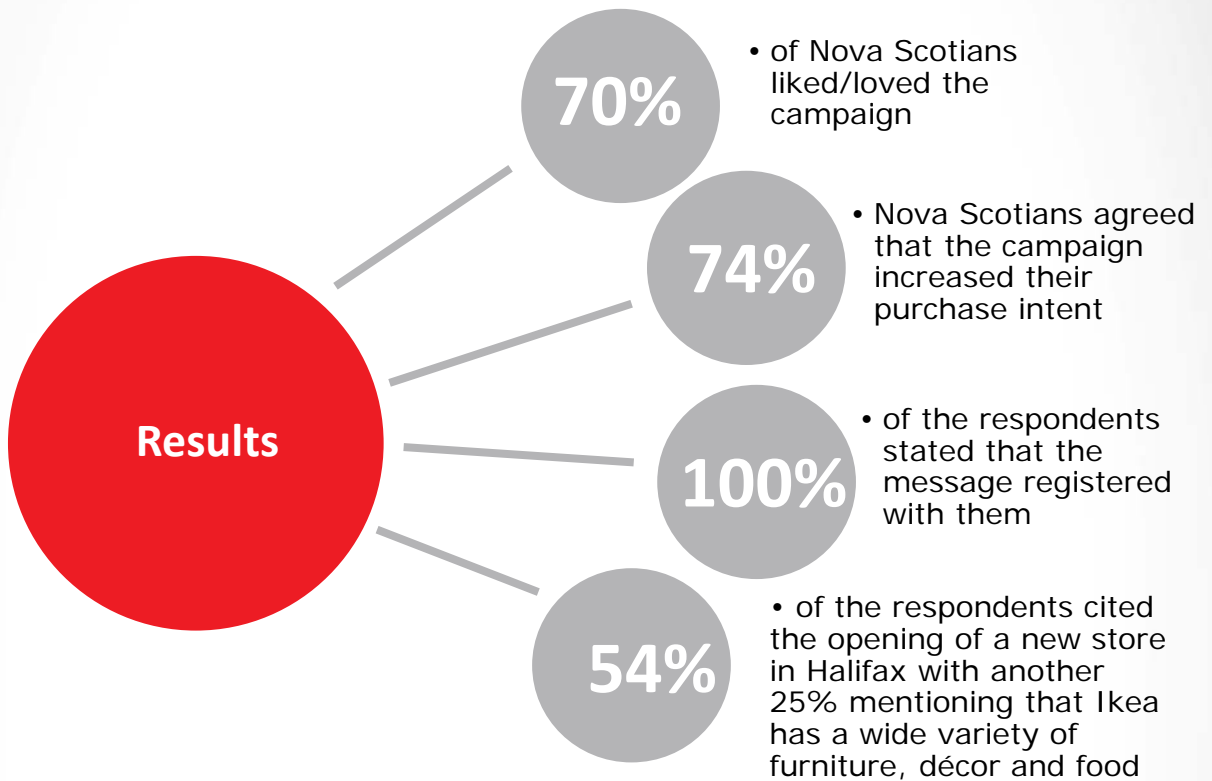


Research Sample

- Nova Scotians age 18-54 who have bought home furnishings or décor in the past year or plan to in the next 6 months

Main Message Key Feedback

- The brand was clearly recognized and Ikea was able to reinforce it's "fit" with East Coast culture.



▶ Consumer Comments on Main Message

"Ikea shopping is fun and different than other stores"

"Ikea is finally coming to the East Coast"

"Ikea has a variety of products"

"You can buy everything you need at Ikea"

Source: BrandSpark Consumer Panel 2018