

Creative Brief



Who is Ikea?

Ikea is a global Swedish furniture and home furnishing retailer. Ikea strives to make having a comfortable, stylish, and sustainably furnished home an opportunity for everyone, no matter how big their wallets are. A huge part of Ikea's DNA is sustainability, and it is what sets the company apart from most other furniture retailers. Ikea has taken, and continued to take, huge strides to make their company as sustainable as possible from the materials they use in their products to the way in which they transport their products to the consumer. In doing this, Ikea hopes to be a force for positive change and to make a lasting impact for generations to come, thus "Caring for people and planet" (The Ikea Vision and Values, Ikea).



Why are we advertising?

When consumers think of Ikea, they do not think of sustainability right away. We need to make Ikea synonymous with sustainability within our target audience's minds and break away from the conception consumers have that Ikea is a part of "throwaway culture." Thus, we want to increase awareness amongst consumers about the current and future sustainability practices Ikea demonstrates from the development to the delivery of their products. In addition, we want to ensure that consumers know that the products that Ikea offers are of great quality and can stand the test of time. We do not want the consumer to mistake the affordable price for lack of quality.

Who are we talking to?

The target audience is Gen Z and Millennials who value sustainability and want to make more environmentally responsible decisions about their lifestyle and the products that they purchase. Right now, these generations are the ones looking for furniture to furnish their new apartments, and eventually their forever homes. Research shows that Gen Z and Millennials are the generations that are most inclined to take action to fight against climate change (Pew Research Center, 2021). In addition, Gen Z prefers sustainable products and are willing to spend 10% more for the more sustainable option (Nasdaq, 2022). However, the issue is that these consumers do not see Ikea as a company built upon sustainability because of the lack of available information about Ikea's sustainability practices.

What do they need to know?

Right now, consumers believe that Ikea's furniture and products have an expiration date because of their price tag. They look at Ikea's products as a steppingstone to the furniture of their dreams. As a result, many consumers believe that Ikea is contributing to "throwaway culture" because they see Ikea's products as something to use temporarily and then throw away after getting a nicer version. However, we want consumers to know that this conception goes against everything that Ikea stands for. In order to change the narrative, we want consumers to look at buying Ikea products as a way of living a more sustainable life by doing their part to conserve the planet and seeing Ikea products as timeless, quality pieces.

What is our tone and message?

The tone of the advertising for Ikea will have an inclusive, encouraging, and positive outlook about helping save the planet. We want to excite our target audience about Ikea products and how they can have a part in conserving the planet by shopping at Ikea. We also want to show that the target audience can make a difference and help improve the environment without spending large amounts of money or going out of their way to find sustainable brands. It can be simple, easy, and affordable to make a difference and save the environment. The advertising will appeal to our target audience through using people in their age group and portray the longevity of Ikea's products through similar real-life situations that they will be going through.



Why us?

While many consumers might not know about it, Ikea has a history of sustainability and they have made it their mission to carry this on into the future. The evidence is in the details. Right now, more than 60% of Ikea's materials are recycled and renewable, which they aim to raise to 100% by 2030 (APG, 2021). Their sustainability practices don't stop at the creation of their products; they transfer into their stores and the transportation of their products to the consumer through phasing out single-use plastics in stores and the invention of the "flatpack" design to ship their products in to reduce carbon emissions (APG, 2021). Ikea can use these sustainability practices and their brand recognition as leverage to show consumers that Ikea continuously works toward improving the environment and that consumers can too by using Ikea products.

How?

In order to reach our target consumers and achieve this goal of making Ikea synonymous with sustainability, we plan on using social media, TV ads, billboards, and other forms of digital marketing to launch our campaign. We believe that these forms of media will be the most successful at reaching our target audience because of how much they interact and are exposed to these forms. We expect all work to be done by November 30, 2023, and all payments due to the agency by December 31, 2023.

Works Cited

Pew Research Center, "Gen Z, Millennials Stand Out for Climate Change Activism, Social Media Engagement With Issue", 2021,

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Nasdaq, "How Millennials and Gen Z Are Driving Growth Behind ESG", 2022,

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Account Planning Group (UK), "IKEA: bringing the slow movement to fast fashion, WARC, 2021.

"The IKEA Vision and Values." IKEA, www.ikea.com/us/en/this-is-ikea/about-us/the-ikea-vision-and-values-pub9aa779d0. Accessed 8 June 2023.