



ASSIGNMENT 2 The Beautiful Brevity Campaign

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Overview

IKEA is a furniture company that designs and sells assemblable furniture, kitchen utensils, household accessories, other useful goods, and occasionally provides household services.

Brand History

- It was founded in Sweden in 1943 by 17-year-old Ingvar Kamprad. At the first, Ikea is a mail-order sales business, but began to sell furniture five years later.
- 1963, IKEA became an international retailer when the first store in Norway opened.
- Later that decade, IKEA opened in other parts of the world. *(Japan, Australia, Canada, the USA, China)
- As of November 2018, there are 446 IKEA stores operating in 52 countries.



IKEA Key Facts & Market Research

The brands that everyone knows are the ones that have a very clear identity. IKEA is one of those brands. Its message of ease, value, and maximizing your space is clear in everything they do. They are well known for clean advertising with a few bold colors (blue, yellow, and orange, which are the brand's colors) and images showing immaculate homes with modern, clean decor.

IKEA is the world's largest home furnishing retailer. It has around 445 stores worldwide and is driving the furniture market in developing nations. The company has an exclusive museum to showcase its creativity in Almhult, Sweden.

This statistic presents the brand value of IKEA worldwide from 2016 to 2020. In 2020, the IKEA brand was valued at approximately 19.5 billion U.S. dollars. In comparison, the brand's valuation was around 24 billion U.S. dollars in 2017.

60 million units of Billy bookcases have been sold across the world.

Dvala sheets make for 60% of the bedding sales the world over.

Since 1988, Ikea soft toys have donated more than \$200 million to UNICEF programs.

Opportunity

- IKEA embraces a concept called “democratic design” that comprises five elements: form, function, quality, sustainability, and low price.
- Reasonable price, in line with most people’s consumption philosophy. anyone can afford it.

Life Cycle

- **Tell brand and product information**

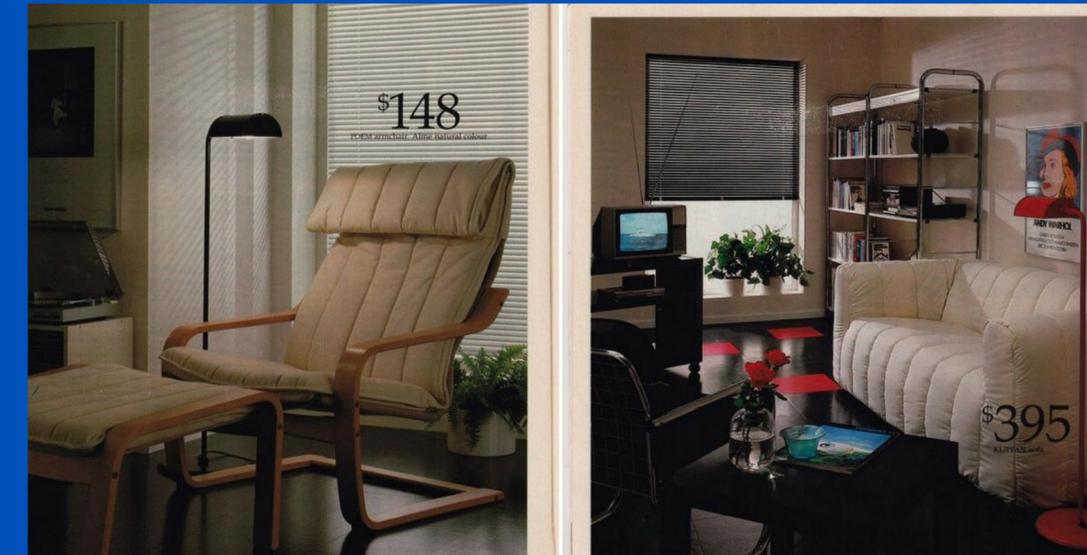
Advertising helps inform the target audience of the product. Providing information is closely related to building product awareness.

- **Maintain the brand image**

Helps to develop a good image of the brand in the minds of target audience.

- **Gain more brand awareness**

The awareness of the product or services can be created through highlighting the unique features of the brand.



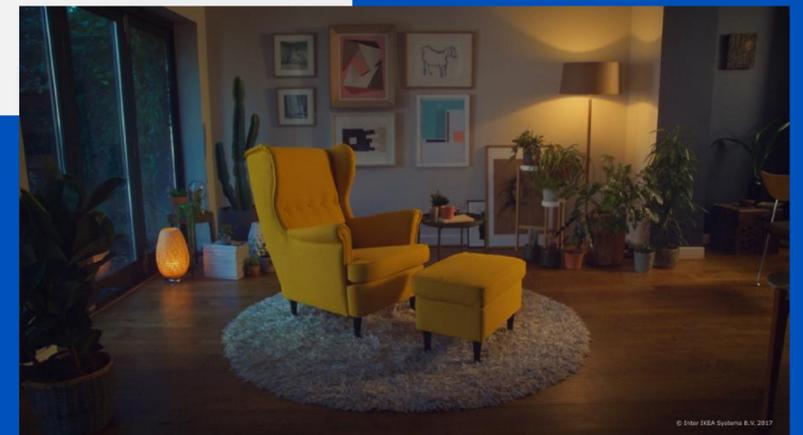
Brand Image

- Easy to assemble furniture.
- Sustainable use.
- Priced to sell.
- Variety of products.
- The balance between design and price.
- Poor delivery service & miss assembly pieces.
- Single design style.
- Product quality (low)

Tone & Brand Vision

Simplicity; Caring for people and planet; Comfortable

A simple, straightforward, and down-to-earth way of being is part of our Smålandic (a historical province in southern Sweden) heritage. IKEA wants to be a force for positive change. We have the possibility to make a significant and lasting impact — today and for the generations to come.



Strategy

Convince.....

The young but maturing urbanites who enjoy active lifestyles to find out their colorful lifestyle and see IKEA as part of their life.

That.....

IKEA has always been with you. We want to tell brand and product story, maintain the brand image through this campaign.

By.....

Create a campaign that highlighting the simplicity and comfort of IKEA products, the customer can feel that they become caring for you like family and friends.

Because.....

The younger generation needs a sense of belonging that comes from home & family.

TAPR (Target Audience Profile Report)

Primary: Young City Solos (G)

IKEA products have always attracted consumers (**Young but maturing urbanite**) with their reasonable prices and simple designs. The main targets are young and middle-aged living active and energetic lifestyles in metropolitan areas. Based on Experian Marketing, the group referred to as “Young City Solos” who are apart from the average household. They have the following unique features: Donating to arts/culture and health charities, and willing to pay more for environmentally friendly products; Participation in several sports and fitness activities, including yoga, running, and swimming; Loving the idea of traveling abroad; and **enjoying the in-store shopping experience**, with their decisions highly influenced by their friends. They include middle-income groups of 25–35 years old, who’s estimated HHI is between \$50,000 to \$74,999. They’re college educated. They have the following key features: Single, Downtown commuters, Apartment dwellers, Active lifestyles, Environmental philanthropists, Politically liberal. They lead active lifestyles, and highly adaptable to technology.

Potential: Singles and Starters (O)

And we have some potential target customers – **Single and Starters**. These include middle to lower-income groups of 21–35 years old, who’s estimated HHI is less than \$15,000. They lead active lifestyles, have a passion for new things, and are generally politically liberal. They are highly adaptable to technology. Most of them have integrated the Internet into their lifestyles, going online with their cell phones or desktop machines, whether from home or out.

Target Audience

IKEA current target audience is Urban generation (22 and older). Their positions can be students, employees, professionals.

Digital Dependents (G24): Younger, cutting-edge singles living in mid-scale metro areas balancing work and leisure lifestyle.

31-35 years with one-person household

Estimated household income between \$50,000 and \$74,999.

Key features: Single City dweller, Highly educated, Upwardly mobile, Professionals, Physically fit, Foodies.

Urban Ambition (G25): Younger, up-and-coming singles living big city lifestyles located with top MSA markets.

25-30 years with one-person household

Estimated household income between \$100,000 - \$124,999.

Key features: Progressive views, Urban-dwellers, Highly educated, Ambitious, Environmental advocates, Exercise enthusiasts.

Colleges and Cafes (O53): Young singles and recent college graduates living in college communities.

- 19-24 years with one-person household
- Estimated household income less than \$15,000
- Key features: University towns, Singles adults, Risk takers, Active lifestyles, Well-educated.

Zoe, Fashion Designer

Zoe, 31 years old, a fashion designer living in an apartment in the heart of New York City. She graduated from Parsons School of Design. Zoe is currently a clothing coordinator for a fashion company with an annual income of approximately \$50,000.

Zoe likes to go to the gym to swim and do yoga on weekends. Exercise can let her release her work pressure. Zoe travels abroad every year and sells her works every year, donating money to international environmental organizations.

Zoe's apartment is not big, she often buys some simple but practical furniture and storage boxes with her friends to make the home look simple and elegant.

VOGUE

sisley
PARIS

dyson

MUJI
無印良品



Max, Car Salesman

Max, 25 years old, a car salesman who lives in an apartment in the suburbs of Seattle. Max graduated from a community college in Seattle, and his current annual income is approximately \$15,000.

Although Max's current income is not high, he is full of curiosity about life. Max is highly dependent on the Internet and social media, and his mobile phone will always be by his side. At the same time Max also likes all high-tech things, such as VR game consoles and drones.

Max likes to stay at home in his free time, video chat with friends or play computer games.



Headlines (Personification)

1. The seven-year itch is a myth since we will spend a lifetime together.
2. I am not a Table Lamp/Sofa Bad/.....
3. While we are meeting, we are longing for a home too.
4. If I were you, I would take them home without hesitation.
5. I love myself; now I belong to you.
6. We are honored to be your family.
7. I did a lot, just for your home.
8. Walk into me; I will let you know the secret of a happy life.
9. In the morning, we start counting down when you will go home.
10. The secrets of happy families, we know the best.
11. I am an old man because I have experienced 70 years; I am a teenager because I am constantly innovating.
12. Don't worry, every piece of imaginative furniture will have its own place.
13. The warehouse is my temporary residence, your home is my destination.
14. The house is rented but life is not.
15. The house is rented but life is not. Let me spend a wonderful life with you in your house.
16. Small apartment? Big villa?
Come to me and satisfy your fantasies about home.
17. Whether it is sunny or stormy, IKEA is waiting for you at your home.
18. No one can refuse IKEA meatballs! Don't believe it? Come and try.
19. I am your housekeeper, and I arrange everything in the house in order.
20. I don't have a pungent smell, which gives you enough family security.

Headlines (Misdirection)

1. He has always had a thing for beautiful curves (Ikea red wine glass)
2. She has always had a thing for rationality (Ikea simplicity style)
3. Can we please take a photo? I am your fan! (Ikea floor mirror)
4. It's amazing how hard you work.
5. He always makes you laugh when you are in depression.
6. They are jealous of you; they always talk about you behind your back.
7. Storge your dreams with the softest safe in the world. (Pillow)
8. There are many selfies of us in her album. (Soft Toys)
9. There are 1,943 Tweets about our life.
10. There are 761 Instagram stories about us, which can trace back 6 years ago.
11. Doraemon opened the pocket for you, come and have a look.
12. Aladdin's magic lamp is here, satisfy your fantasy.
13. I have experienced 78 years, so I can give you some advice.
14. She only likes to stay at home with you.
15. She will not check your cell phone chat history, she will only care about how you feel with her.
16. Your every minute is precious, so I won't let you down.
17. Just take me home and drive your car.
18. No trucks, just pickups.
19. I think we really click.
20. I'm a no-brainer, just take me away without thinking.

Tweets (Personification)

1. The seven-year itch is a myth since we will spend a lifetime together.
2. I am not a Table Lamp/Sofa Bad/.....
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18. No one can refuse IKEA meatballs! Don't believe it? Come and try.
19. I am your housekeeper, and I arrange everything in the house in order.
20. I don't have a pungent smell, which gives you enough family security.

Tweets (Misdirection)

1. All kinds of large toy blocks, how do you want to assemble?
2. The world is not fair, but I am fair to everyone.
3. When I am at home, you will not be willing to turn off the lights.
4. Simple appearance, real soul.
5. Although I am simple, but I will make your dream wonderful.
6. Put dreams/ the secret of happiness into blue woven bags.
7. The United Nations owes me a Nobel Earth Prize.
8. How to protect the earth? - Take us back to your home.
9. Walk into me like coming home.
10. I don't have a great job, I'm just a porter of nature
11. Even if your friends don't like your jokes, they'll stay for the comfy couch.
12. Even if you work at home, you will do it in the soft king bed.
13. A campaign about saving earth energy. (IKEA is committed to protecting the earth's energy.)
14. Compared with stock investment, the family is a low-risk & high-return investment.
15. Take a picture and send it to your mom to tell her you are doing well. (Ikea makes your life happy.
16. The best "melatonin supplement" — helps solve sleep problems, full of energy to welcome every day. (Bed/Pillow)
17. "Hi, Google. How to assemble Ikea computer desk?"
"According to the Installation Guide."
18. "Hi, Google. Why is this screw difficult to insert? Am I doing right?"
"You need FIXA." (FIXA is a 17-piece tool kit.)
19. "Hi, Google. Where does the most comfortable furniture in the world come from?" "IKEA"
20. Even if you are feeling bored at home, you will stay at home.

Headlines (Refined)

1. I am not just a bookcase, Holding onto 4 years of genetic studies—the smartest bookcase in the world.
2. The most well-read bookcase in the world—holding material studies in genetics, anthropology, feminism, and child psychology.
(The Kallax has sold 40 million bookcases to date)
3. The softest place for goodnight cuddles. (Dvala sheets make for 60% of the bedding sales the world over.)
4. The ship that takes you to dreamland comes in different sizes. (IKEA has 174 kinds of beds for every kind of sleeper.)
5. The bounciest surface for those little jumping feet. IKEA mattresses offer 100%....
6. I am not just a sofa-bed. Experiencing tens of thousands of folding experiments. (IKEA offers 250 space-saving .)
7. One sofa bed, different personalities. (IKEA sofabeds offer 35 different ways to save space and be comfortable)
8. Hovet gives the most passionate response for the morning smile. (79% of the users rated Hovet with 5 stars.)
9. Giving you that warm hearty feeling when you're hungry. (25-year free warranty, giving you a long-term company.)
10. Roll, step, dance, jump, sit, squat, pushup on me, need I go on? (140 styles for you to choose from)
11. Shielding your sofa from being attacked. (IKEA hangars and storage comes in a variety of colors and materials)

Tweets (Refined)

1. The best friend who listens to life's trivia. (Since 1988, Ikea soft toys have donated more than \$200 million to UNICEF programs.)
2. The best friend to accompany your growth. (Since 1988, Ikea soft toys have donated more than \$200 million to UNICEF programs.)
3. What makes you excited about is not only the beautiful curves but also the romantic hearts. (87 kinds of glassware to meet your every occasion.)
4. Ikea is not just a home furnishing brand. Accompanied you to every corner. (445 IKEA stores worldwide)
5. Ikea is not just a home furnishing brand. Giving you the freshness of life in a small space.
6. Michelin 3-star chefs know your taste best. (422 Cookware in IKEA)
7. Billy has seen you through romance novels and molecular cell biology. (60 million units of Billy bookcases have been sold across the world.)
8. FRAKTA has carried all your fantasies about home. (After 30 years of the eyewitness, the most hardworking bags in the world)
9. The best beautician for foodstuff. (The IKEA series of food containers are designed to prepare for lunch in the 7 days.)

Copywriting (Final)

Tagline: IKEA With You

#Ikeawithyou

1. The softest place for goodnight cuddles. (Dvala sheets make for 60% of the bedding sales the world over.)
 2. Giving you that warm hearty feeling when you're hungry. (25-year free warranty, giving you a long-term company.)
 3. Roll, step, dance, jump, sit, squat, pushup on me, need I go on? (140 styles for you to choose from)
 4. Shielding your sofa from being attacked. (IKEA hangars and storage comes in a variety of colors and materials)
 5. The ship that takes you to dreamland comes in different sizes. (IKEA has 174 kinds of beds for every kind of sleeper.)
 6. One sofa bed, different personalities. (IKEA sofabeds offer 35 different ways to save space and be comfortable)
 7. Billy has seen you through romance novels and molecular cell biology. (60 million units of Billy bookcases have been sold across the world.)
-
1. The best beautician for foodstuff. Make your food aged slower. (The IKEA series of food containers are designed to prepare for lunch in the 7 days.)
 2. IKEA accompanied you to every corner. Giving you the freshness of life in a small space. (445 IKEA stores worldwide.)
 3. The best friend to accompany your growth. (Since 1988, Ikea soft toys have donated more than \$200 million to UNICEF programs.)
 4. Billy has seen you through romance novels and molecular cell biology. (60 million units of Billy bookcases have been sold across the world.)
 5. What makes you excited about is not only the beautiful curves but also the romantic hearts. (87 kinds of glassware to meet your every occasion.)

Type Study

Noto Sans (Black)

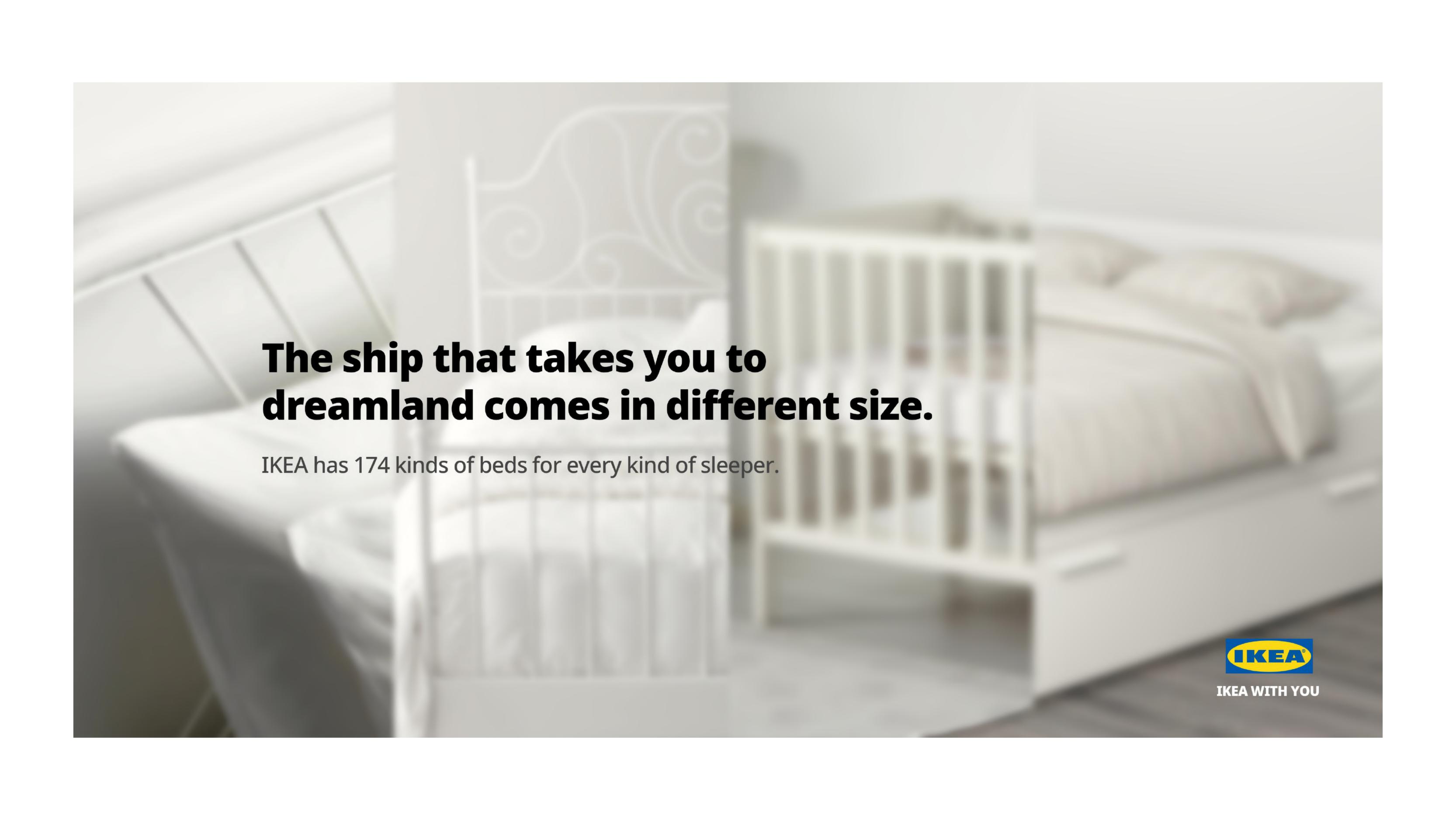
**ABCDEFGHIJ
KLMNOPQRS
TUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890**

Noto Sans (Medium)

ABCDEFGHIJ
KLMNOPQRS
TUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890

About

Google has been developing a font family called Noto, which aims to support all languages with a harmonious look and feel. Noto has multiple styles and weights, and is freely available to all.



**The ship that takes you to
dreamland comes in different size.**

IKEA has 174 kinds of beds for every kind of sleeper.



IKEA WITH YOU



**The ship that takes you to
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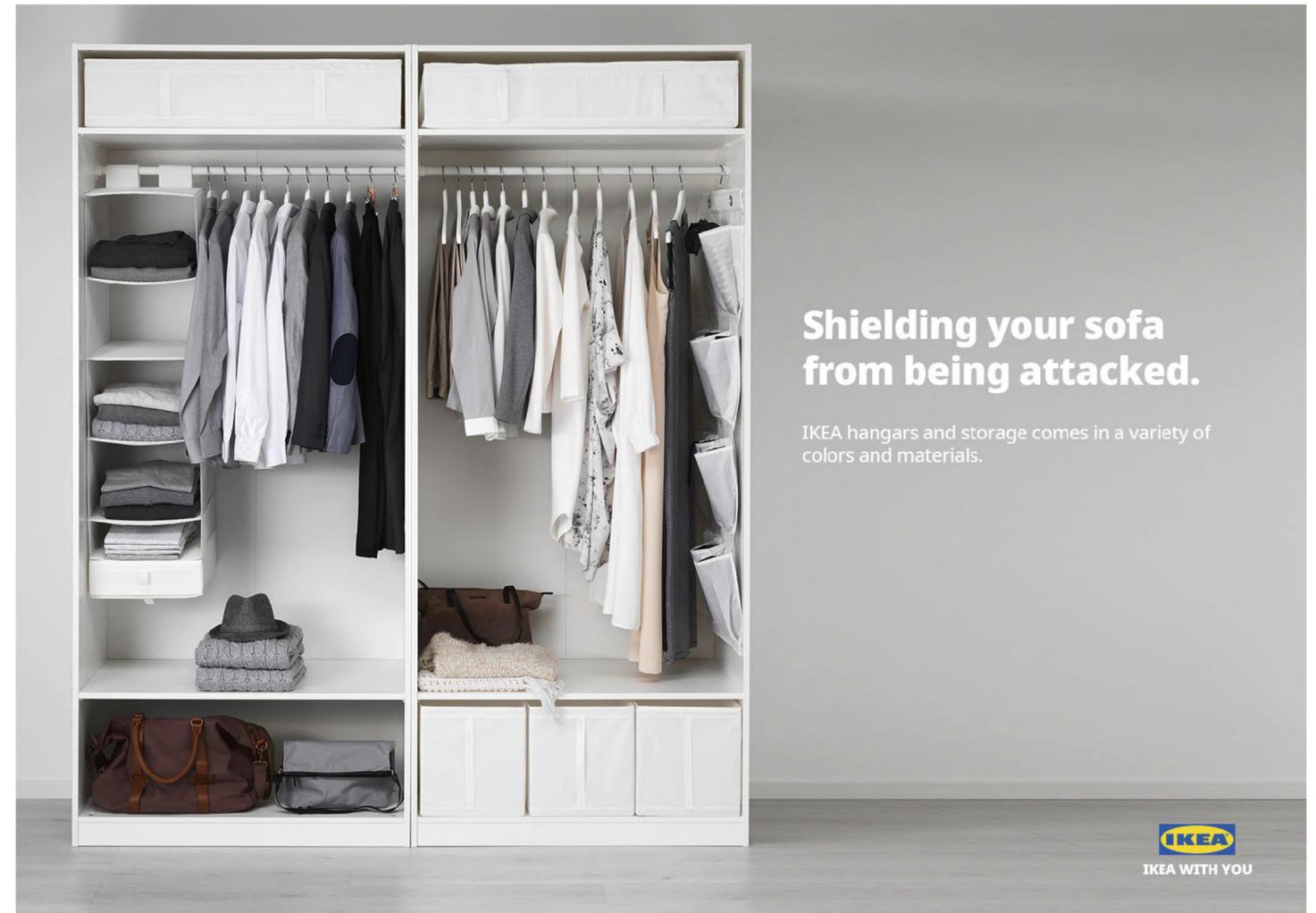
IKEA has 174 kinds of beds for every kind of sleeper.





**Giving you that
warm hearty feeling
when you're hungry.**

25-year free warranty,
giving you a long-term company.



**Shielding your sofa
from being attacked.**

IKEA hangars and storage comes in a variety of
colors and materials.



Queen's Terminal

Heathrow



**Giving you that
warm hearty feeling
when you're hungry.**

25-year free warranty,
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Information

PRM Bag
Collection



**Shielding your sofa
from being attacked.**

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IKEA WITH YOU

F2



One sofa bed, Different Personalities.

IKEA sofas offer 35 different ways to save space and be comfortable.



IKEA WITH YOU



**One sofa bed,
Different Personalities.**

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IKEA WITH YOU

The Softest Place For Goodnight Cuddles.

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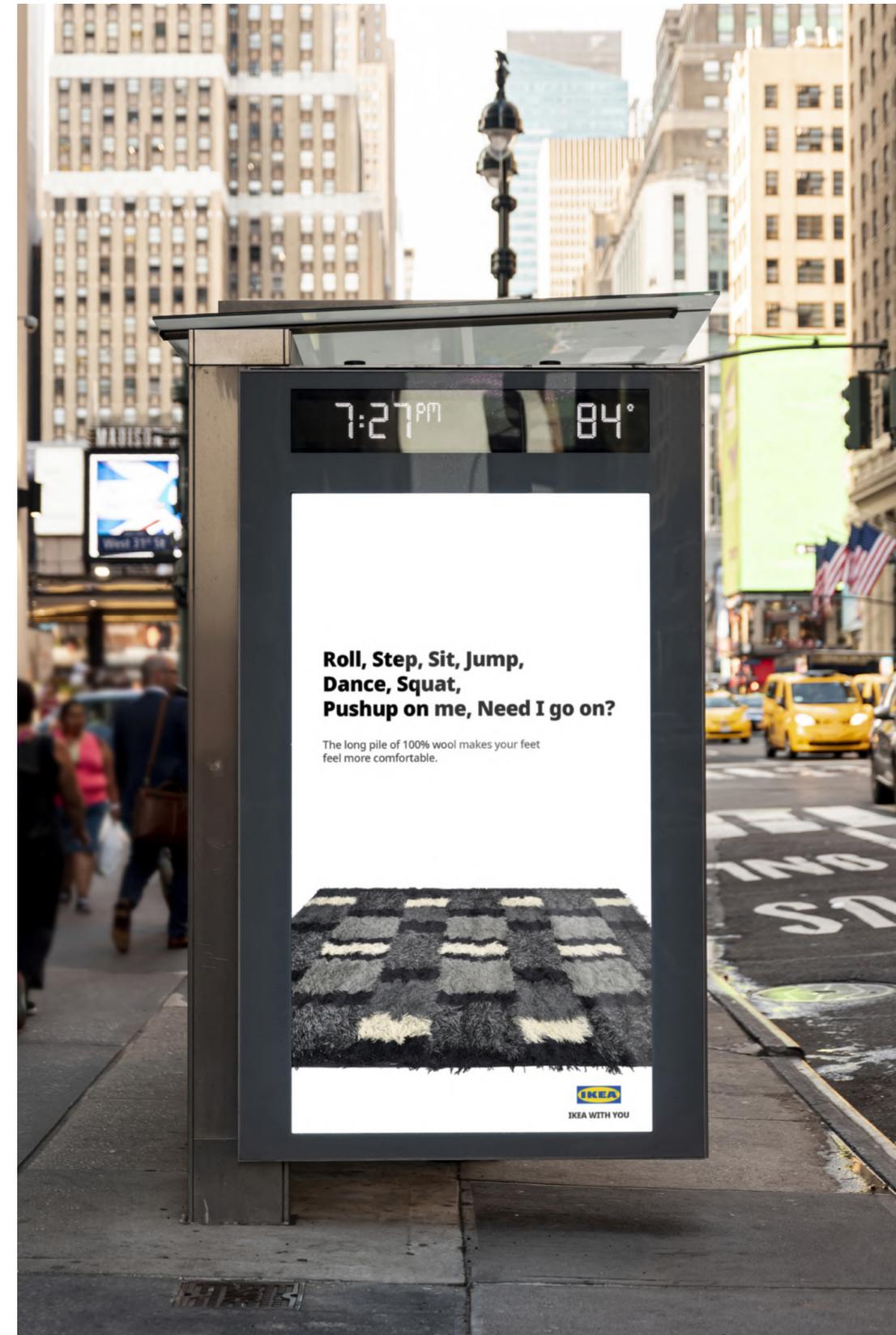


**Roll, Step, Sit, Jump,
Dance, Squat,
Pushup on me, Need I go on?**

The long pile of 100% wool makes your feet
feel more comfortable.



IKEA WITH YOU





**Billy has seen you through
romance novels and
molecular cell biology.**

60 million units of Billy bookcases have been sold
across the world.



IKEA WITH YOU

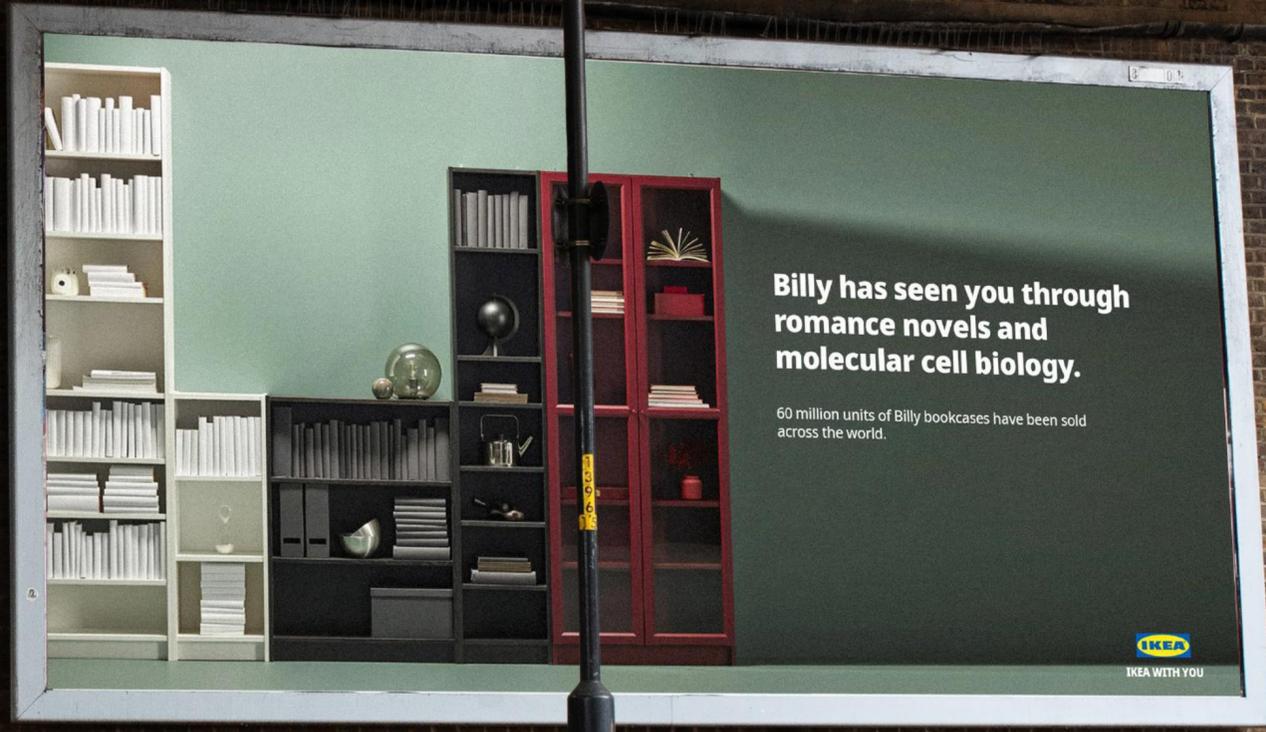


primesight

BOROUGH RD.
S.E.1

SOUTHWARK BRIDGE ROAD SE1
LONDON BOROUGH OF SOUTHWARK

395



**Billy has seen you through
romance novels and
molecular cell biology.**

60 million units of Billy bookcases have been sold
across the world.



primesight



Tweets

IKEA USA @IKEA USA Following

Billy has seen you through romance novels and molecular cell biology.
60 million units of Billy bookcases have been sold across the world. [#Ikeawithyou](#)



3:30 AM - 12 Sep 2018

3 Retweets 7 Likes

6 18

Tweet your reply

IKEA USA @IKEA USA Following

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@IKEA USA

Following 

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3:30 AM - 12 Sep 2018

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  6  18 

 Tweet your reply

Conclusion

Copywriting is very new to me. Although writing is complicated for me, I find some fun during the project. In this project, we used personification and misdirection to write copy for IKEA. Copywriting is challenging, and it is an interesting process when we are thinking about how to personify IKEA products. I am really enjoying this project.

Besides, I learned a lot of new knowledge in this project:

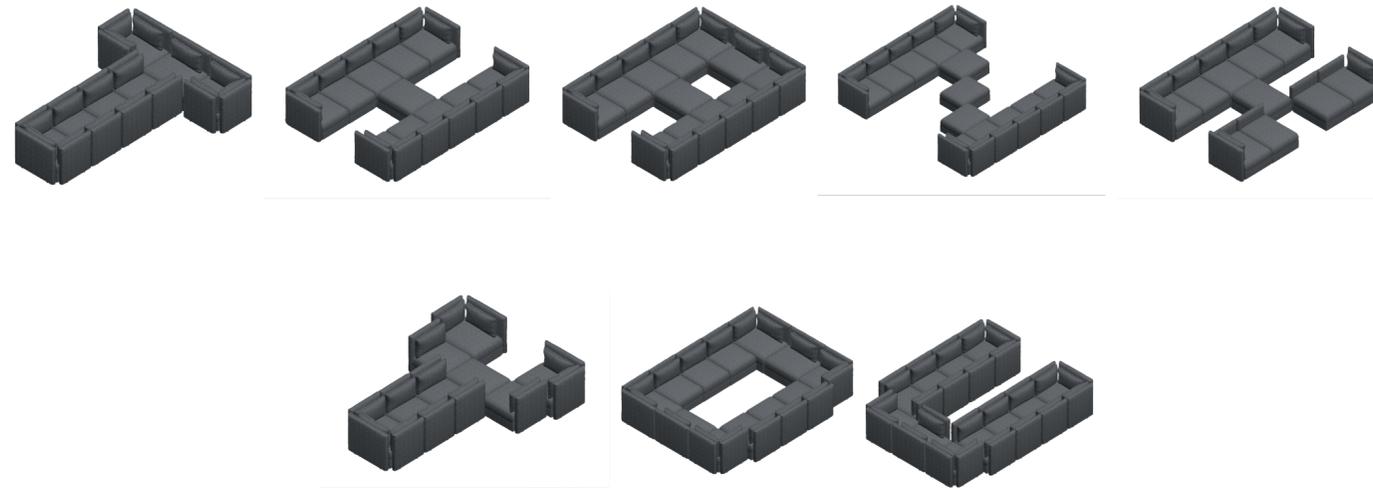
To use the Mosaic HandBook and write the TAPR.

How to write Personification and Misdirection copywriting.

To understand how to write Brief.

How to combine the hashtag with tweets.

I hope you enjoyed what I did!



Professor Gauri Misra-Deshpande
ADVE-731 Creative Copywriting
Rui Wang & Zhongyue Ma