

**IKEA DOOR DROPPED
THE MOST HELPFUL
MEASURING TAPE
IN THE WORLD**



Royal Mail

MarketReach

BACKGROUND

For 38 years, the delivery of the IKEA catalogue to tens of thousands of Canadian homes was a much-anticipated event. However, while people expected to get the catalogue every Autumn, their excitement had dwindled.

Because the catalogue was a proxy for the brand, Ikea realised the task wasn't simply to motivate people to visit their local IKEA store but the communication needed to support its values and drive inspiration.



SOLUTION

The campaign big idea was to position the catalogue as 'The Most Helpful Book In The World'. Outdoor and digital set out to create awareness of, and interest in, the drop of the catalogue. But IKEA wanted people to do more than just flip through the book.

So they door dropped 'The Most Helpful Measuring Tape In The World'. Delivered with the book, the tape measure had relevant little messages printed onto the tape itself, encouraging home-owners to start measuring up for their new furniture.

It was more than just relevant and useful, the tape measure – with it's little messages on the tape itself – sold the IKEA brand every inch of the way.



RESULTS

The idea helped contribute to a highly successful campaign which saw sales increase by a whopping 13.5% when compared to the previous year (almost 11% higher than the planned sales goal).

On social media the measuring tape posts exceeded the estimated retweets with reach of 41,000 within one day and over 265,000 impressions on Facebook.

