

# IKEA celebrates small spaces

PARIS, FRANCE: IKEA demonstrated its innovative marketing pedigree that has helped it become one of the most famous furniture stores in the world by building an entire apartment in a confined space of just 54m<sup>2</sup> in the Auber Metro Station in Paris.



The brand also ran a social campaign on its Facebook page promoting a contest where those who 'liked' the brand had a chance to win an evening in the apartment.

This experiential campaign was to demonstrate the storage capabilities of IKEA designs, how using IKEA furniture could make the smallest space habitable. Five housing volunteers were assigned as apartment residents for a five day period in January. During this time they went about their daily routines of going to work, cooking an evening meal and going to bed whilst commuters observed their behaviour through the windows of the flat.

## Innovative

This was an innovative way to showcase the flat-packed neat storage solutions with which the brand is synonymous by showcasing them in action in a physical environment. The key point IKEA drew upon was enabling passers-by to watch the residents interact with each other and the IKEA products in a tightly compact space. The residents successfully showcased how 'IKEA makes your every day better'. As with most successful experiential campaigns IKEA harnessed the power of social media to amplify extended audience reach.

## Results

To date (Jan 2012), IKEA France has received 10 276 'Likes' and 364 comments. The video on YouTube has achieved 346 189.

For more go to <https://www.facebook.com/ikea.france>.