

Concept Presentation

IKEA

29-10-2012

Solve-ation: Alberto, Jeroen, Mario, Nadia, Rick

Agenda

- _ Problem statement*
- _ Summary research findings*
- _ Brainstorm phase*
- _ Concepts*
- _ Campaigns and rewards*
- _ Summarize concepts*
- _ Next phase*



Problem statement



*How can we **improve** the **IKEA Employer Brand**, **increase** its **brand equity** and **generate** more **interest in a career at IKEA** among high educated logistic students and graduates?*

Summary Main Findings

- _ *Students have no insight about the **logistics world at IKEA**.*
- _ *Seek ways to **interact** with the logistic students.*
- _ ***Digital storytelling** and **gamification** as tools to communicate.*
- _ ***Interactive marketing** to get their attention.*



Persona

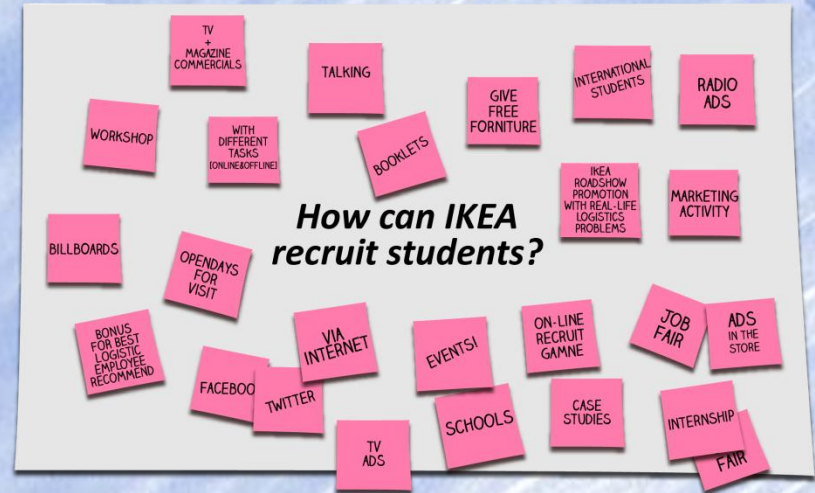
- _ 23 years old
- _ Studies supply chain management
- _ Albert Heijn
- _ RTS Games
- _ Internship
- _ Last year of his study
- _ In search of a job



Brainstorm phase



Concept requirements



Idea generation grid

BENEFITS & MEDIA	IKEA CULTURE	ENTREPRENEURSHIP	INTERESTING JOBS	CHALLENGING	PERSONAL DEVELOPMENT	DIVERSITY MANAGE OPERATE
GAME						
VIDEO {INTERACTIVE}						
SOCIAL MEDIA						
GUERRILLA {INTERVENTION}						
INTERACTIVE AD {NORMAL}						
AUGMENTED REALITY						
APP						
INSTALLATION						
WORKSHOP						
AUDIO						

SEEK BETTER PROCESS WAYS WITHIN THE LOGISTICS WORLD

POINT&CLICK THROUGH AN IKEA STORE ON A NORMAL WORKING DAY

IKEA PORTAL GAME

GAIN EXPERIENCE WITH MINI-GAMES

MINI-GAMES (30 SEC.)

ABSTRACT IKEA WORLD WHERE YOU CAN NAVIGATE THROUGH

INSTRUCTION BOOKLET

COLLECT A CHAIR!

QUES THROUGH THE STORE

2D GAME (MARIO STYLE)

THE IMAGE THEN IT GOES 'REAL'

FACEBOOK OR LINKEDIN PAGE THAT BREATHS IKEA

INSTRUCTION RECRUITMENT CAMPAIGN WITH THE MOST FRIENDS

LINKEDIN DISCUSSION

BLOG: TELL YOUR OWN STORY

UNANNOUNCED JOB FAIR

SPAM IKEA QR CODE ICON

RANDOM DUDE PROMOTED JOB AT IKEA

INSTRUCTION BOOKLET (LIKE INSTRUCTION MANUAL)

DO YOU HAVE THE GUTS FOR IKEA?

COMMERCIAL WITH STORIES OF STUDENTS

COLOUR EVERYTHING

LOOKING BOX WITH QR CODE (AT SCHOOL)

IKEA PENCIL DURING EXAMS

BY NAVIGATION ON THE PERSONELL YOUR PHONE RECOGNIZES THE TASKS HE/SHE SHOULD PERFORM

DIFFERENT JOBS WITHIN IKEA STORE

IKEA LINKED IN APP (MOBILE)

COLLECT BADGES AND COMPLETE TASKS

AR PROFILE LIKE A TAMAGOCHI

APP: PERSONAL DEVELOPMENT PLAN

COMMERCIAL WITH STORIES

INTERACT WITH BEAMED FURNITURE

TEAM CHALLENGE ON A CARRER STAND

LET'S HAVE A TALK!

ARE YOU READY TO MANAGE AN IKEA'S WAREHOUSE?

TALK/ASK LOGISTIC MANAGERS

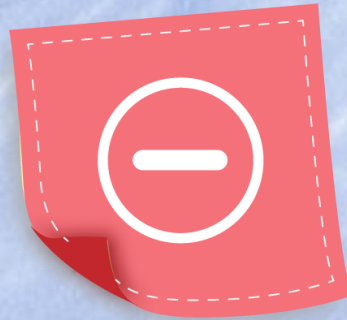
WORKSHOP 'DIRTY HANDS'

PMI method

[plus]



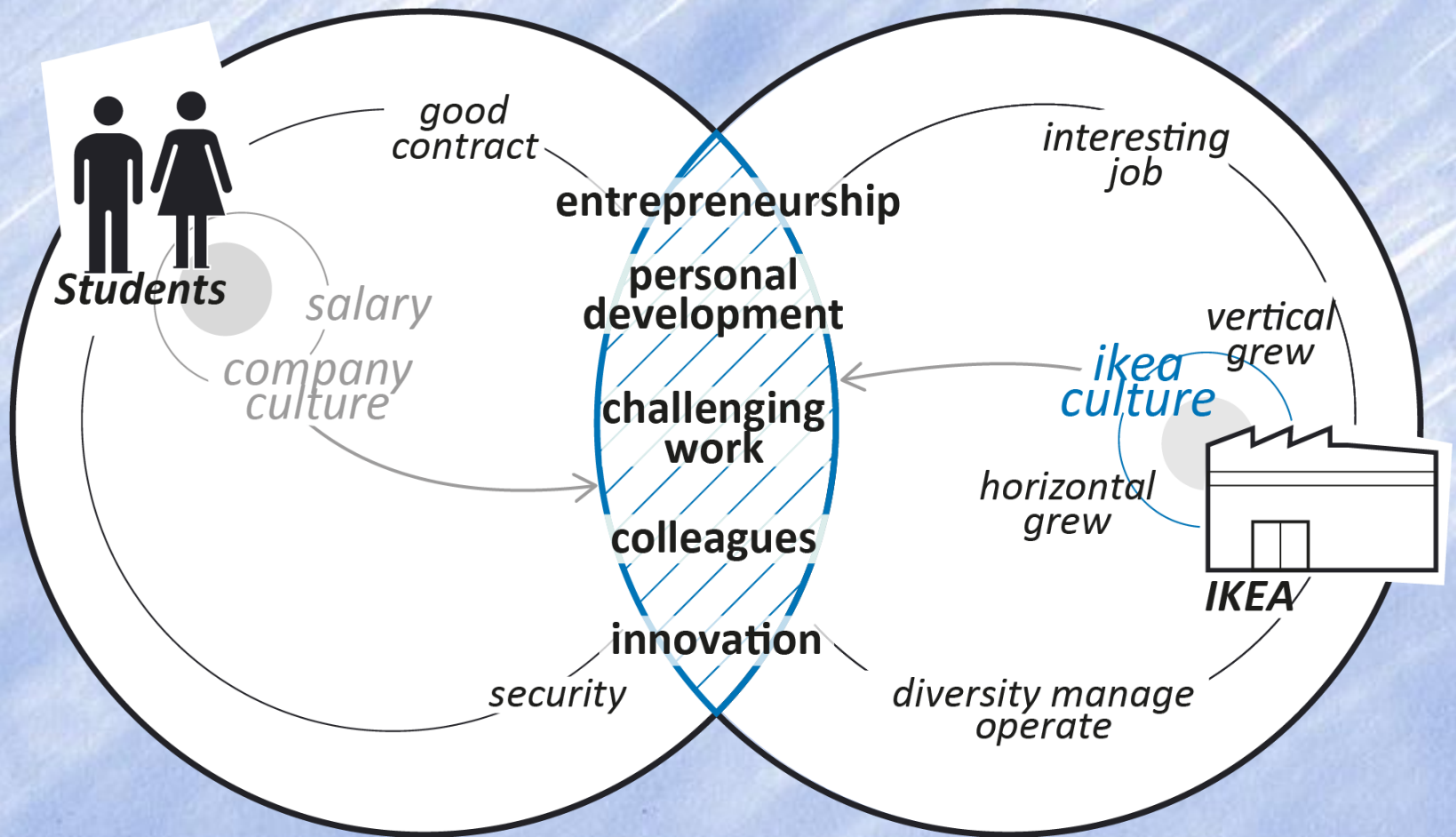
[minus]



[interest]



Benefit message

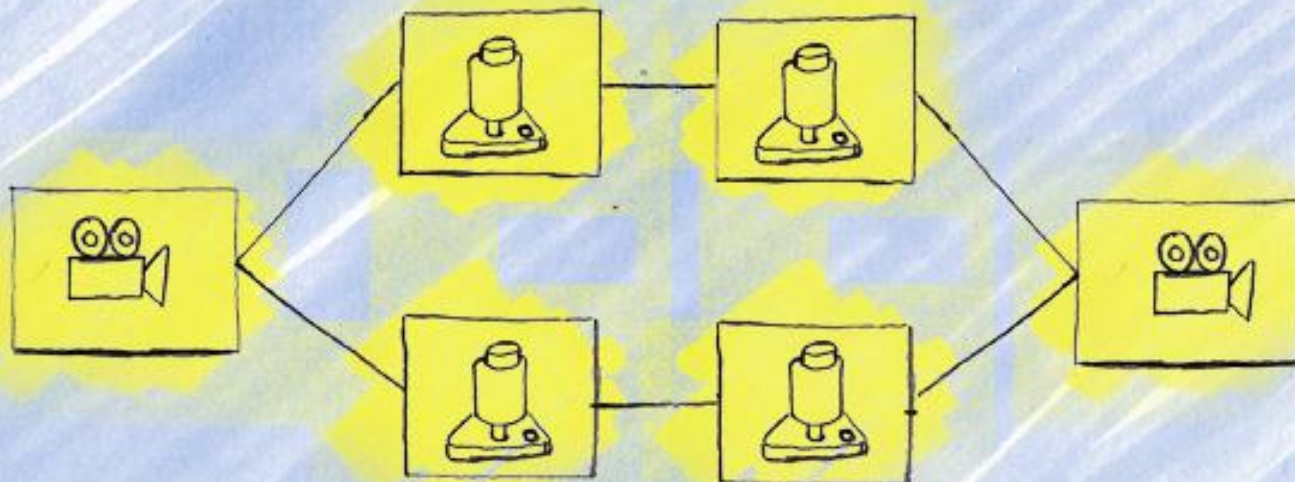


The Concepts

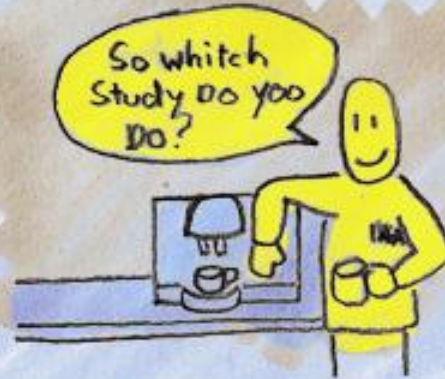
- _ *Looking Box*
- _ *Time Framed Question*
- _ *Interactive Journey*



Looking Box



Looking Box

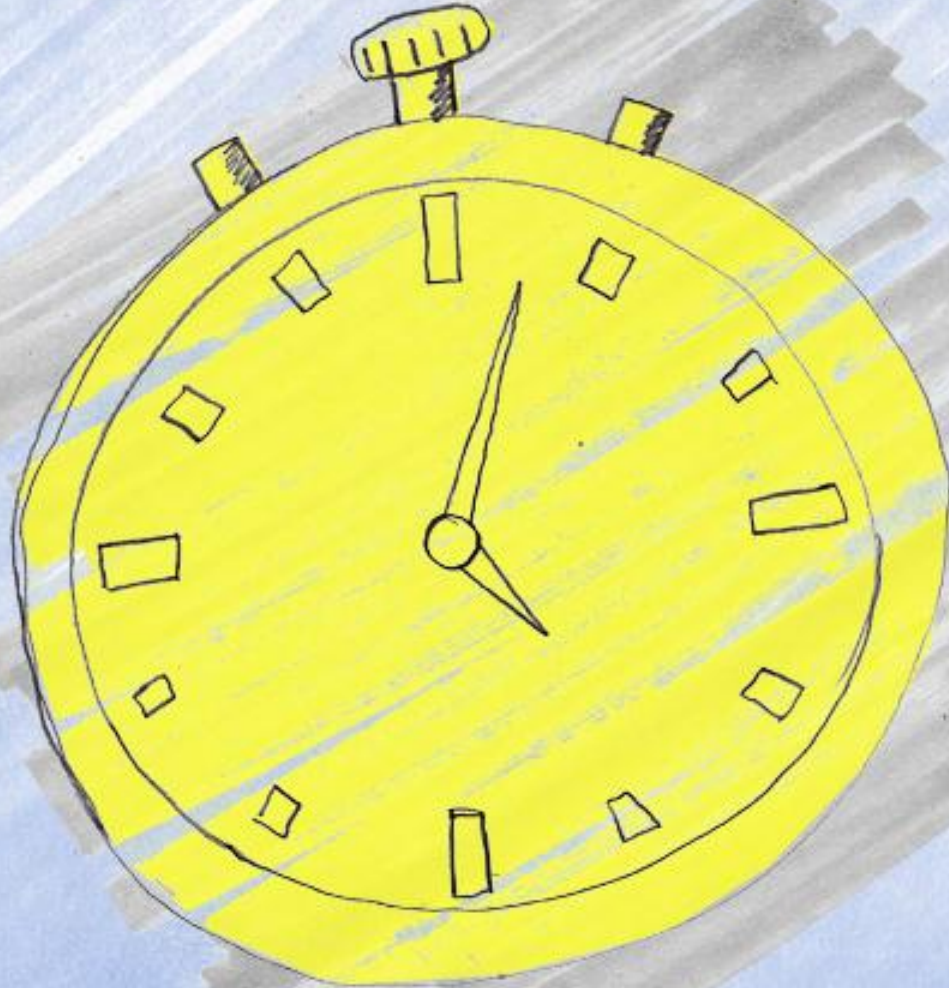


INSERT STUDYI

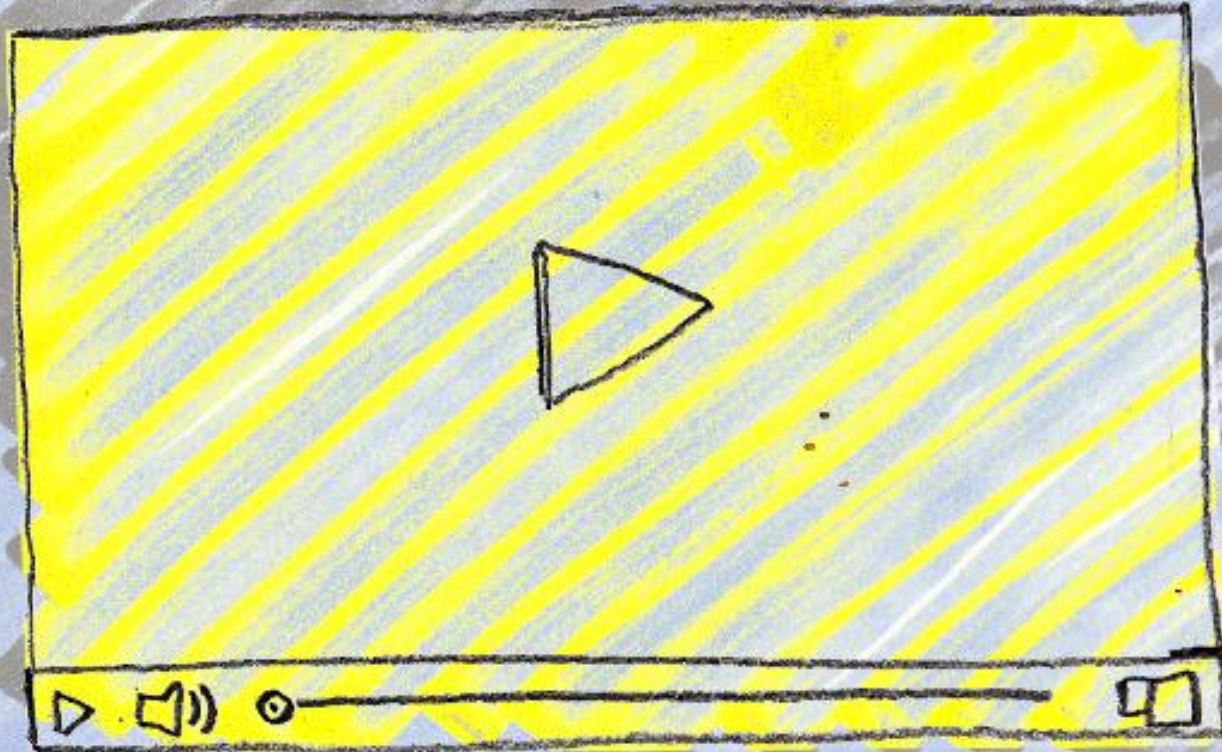
DROPDOWN ▾



Time Framed Question

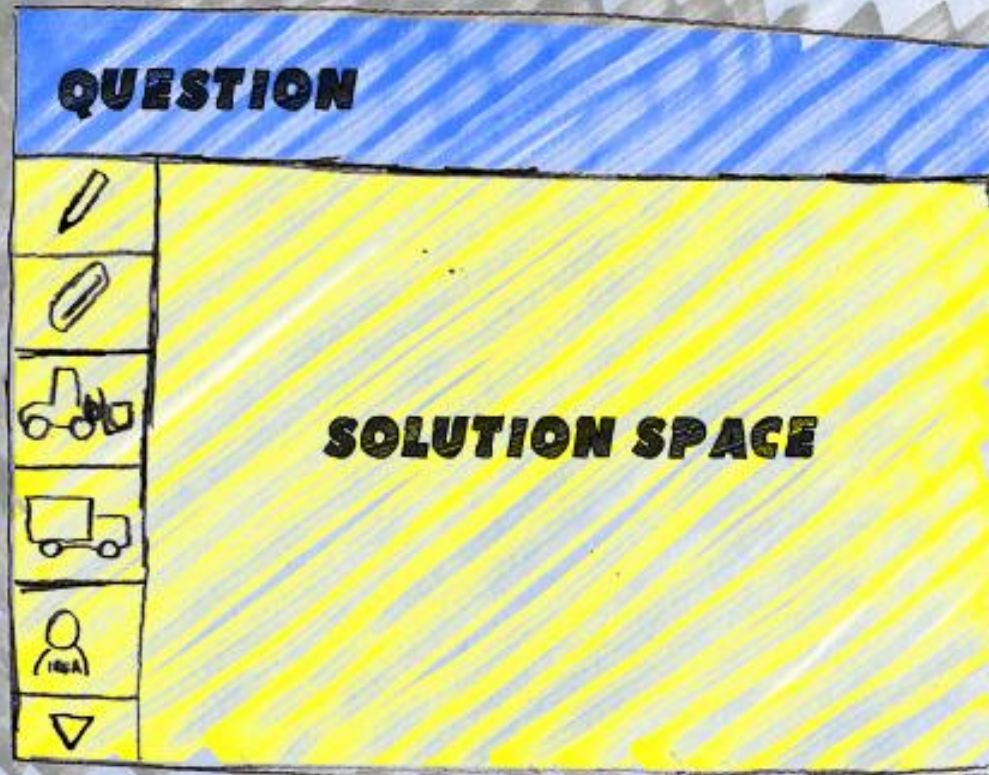


Time Framed Question



1 - 2 - 3 - 4

Time Framed Question



1 - 2 - 3 - 4

Time Framed Question

SEND ▶

REGISTER

NAME

PASSWORD

1 - 2 - 3 - 4

Time Framed Question

COMMUNITY	
1	 _____
2	 _____
3	 _____
4	 _____
5	 _____

1 - 2 - 3 - 4

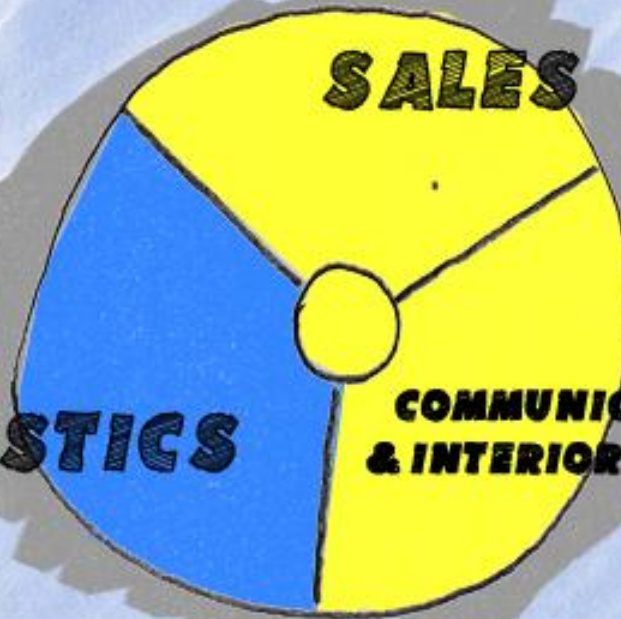
Interactive Journey



THE STORY OF IKEA



Interactive Journey



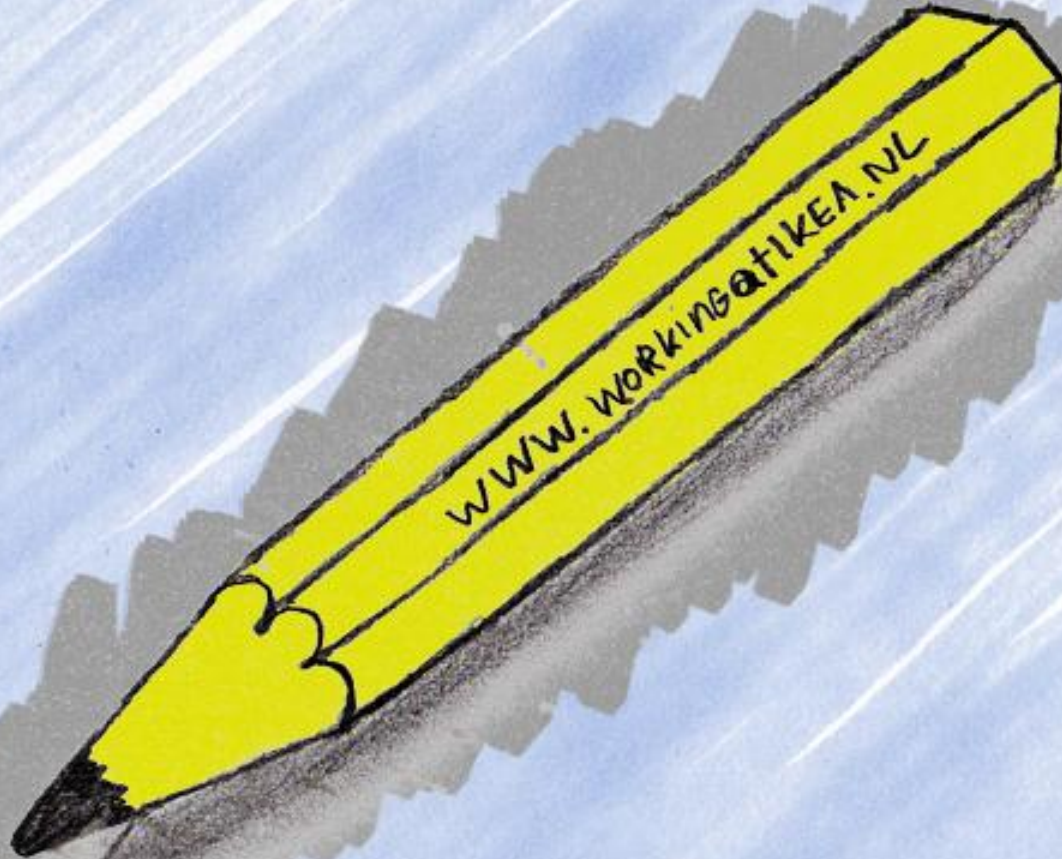
Campaigns and Rewards



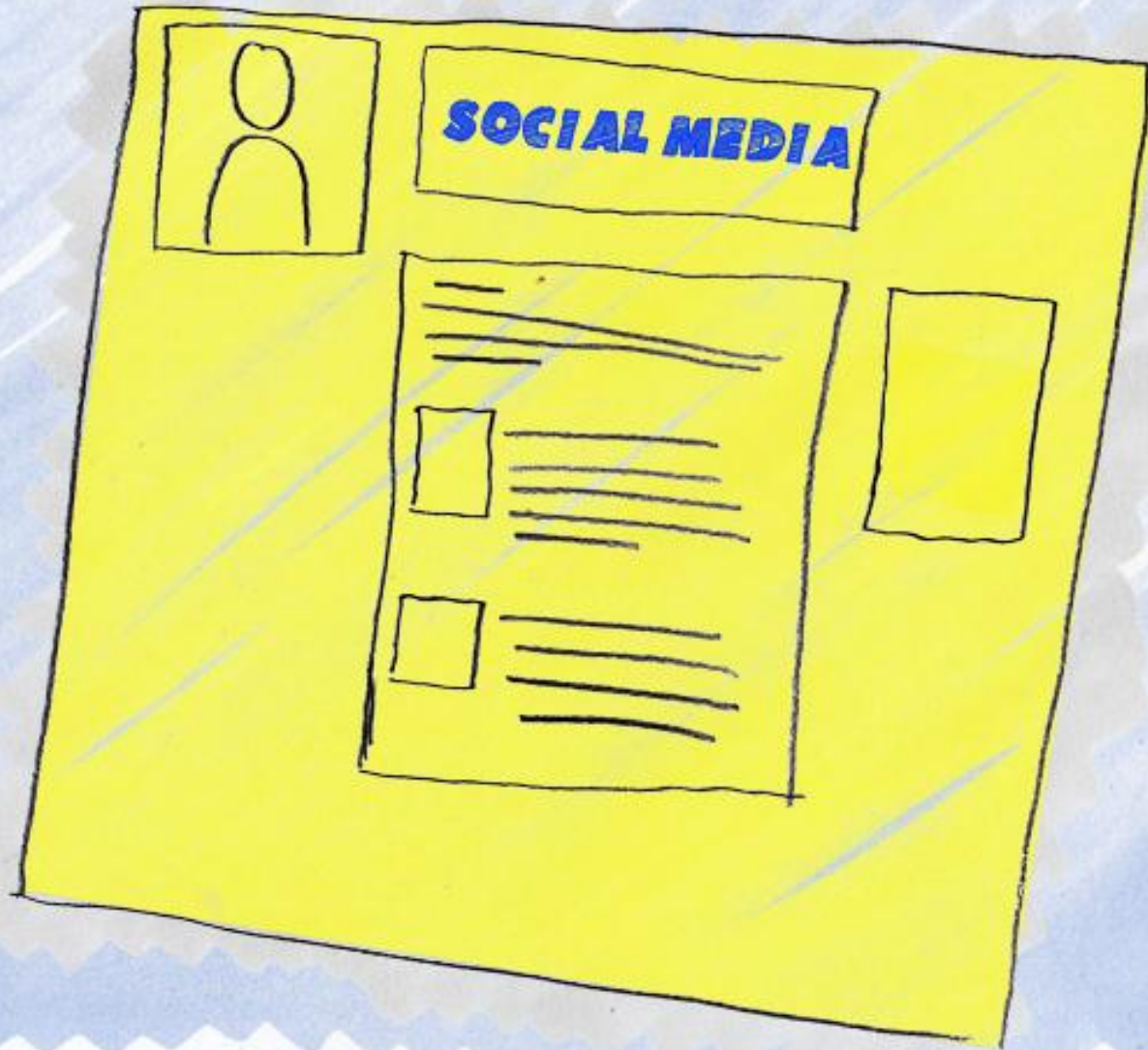
Looking box



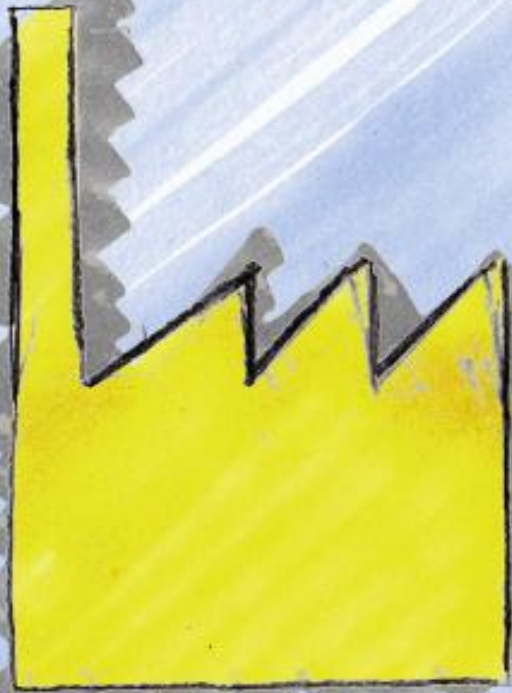
IKEA Pencil



Social Media



Trip to Sweden



Interview with IKEA recruiter

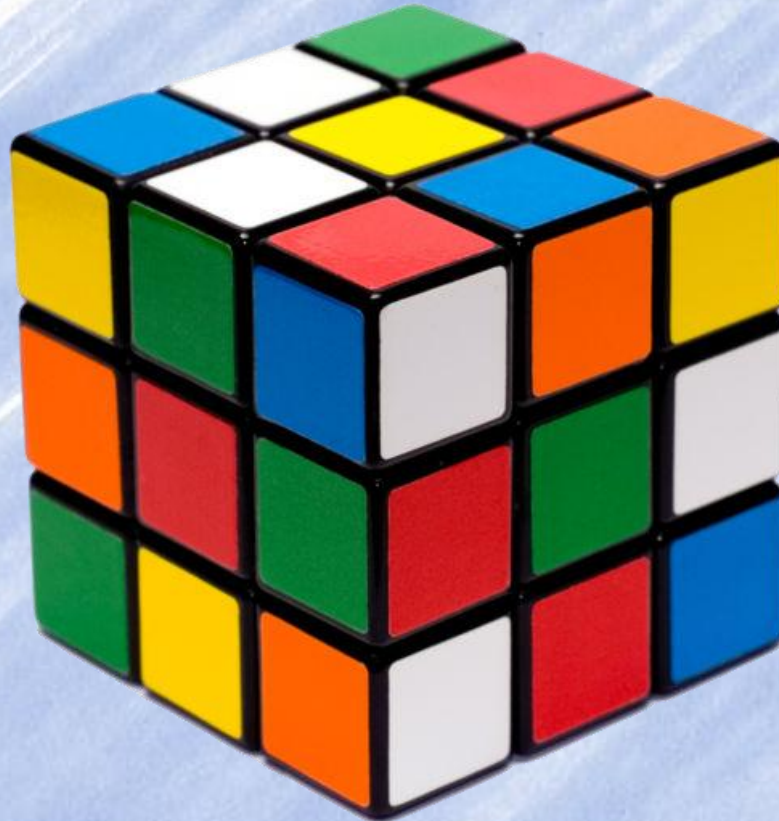


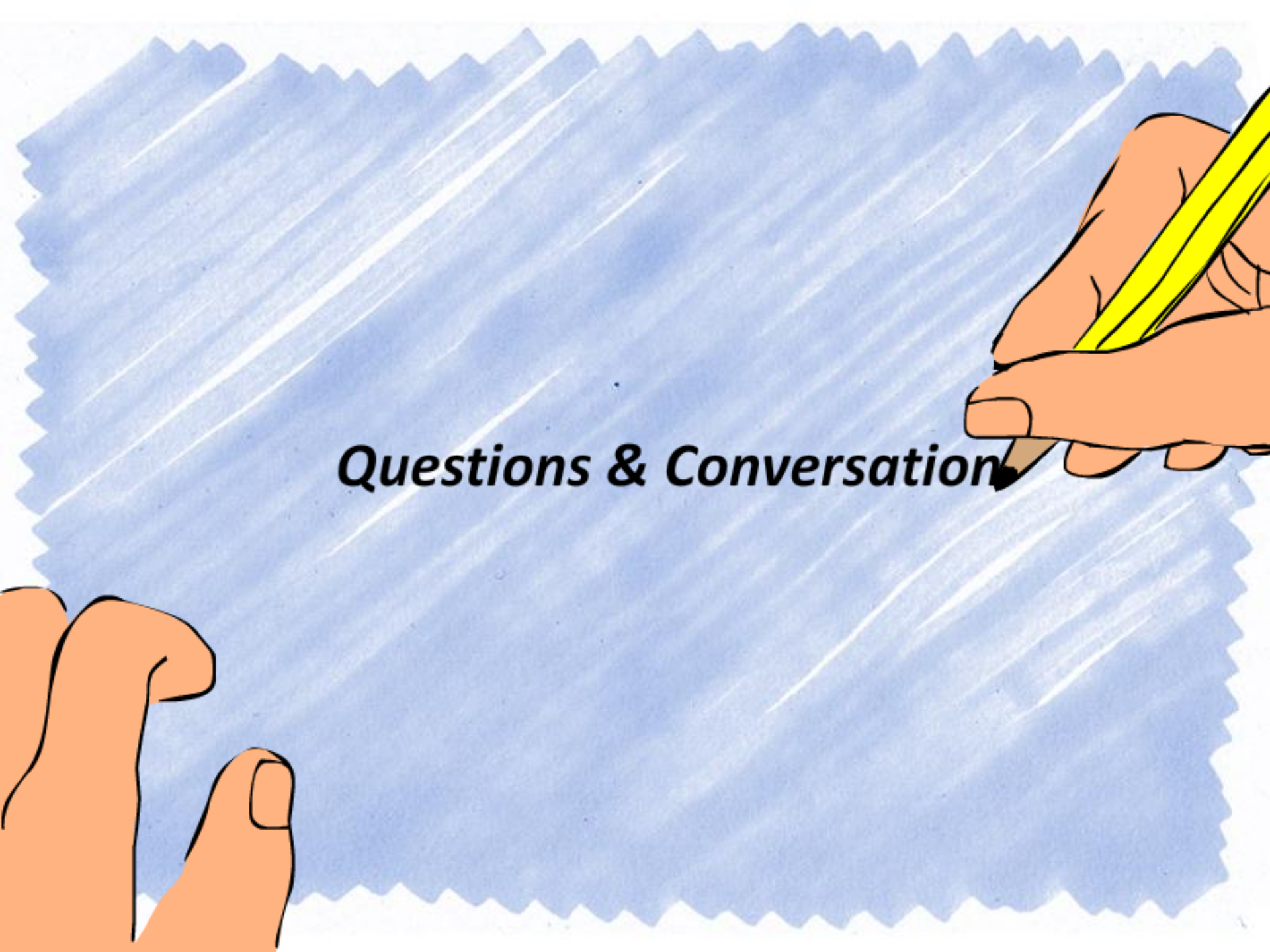
Summarize the concepts

- _ *Looking Box*
- _ *Time Framed Question*
- _ *Interactive Journey*



Next phase



A stylized illustration of a hand holding a yellow pencil, positioned as if writing on a blue, textured background. The hand is rendered in a simple, cartoonish style with orange skin and black outlines. The pencil is bright yellow with a brown eraser and a sharp lead tip. The background is a large, irregular shape filled with a blue, scribbled texture, resembling a piece of paper or a chalkboard. The overall composition is clean and focused on the act of writing.

Questions & Conversation