



Research presentation IKEA

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Our work

Agenda




Main findings



Next phase

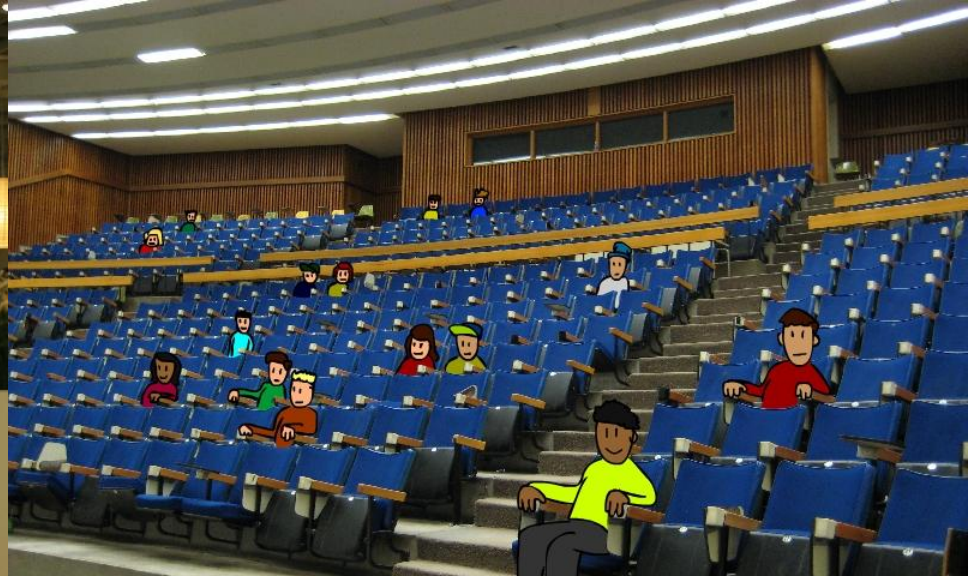


Research!

A blue rectangular box with the IKEA logo and the word 'RECRUITMENT' is positioned on a wooden floor. Several blue puzzle pieces are scattered around the box. A semi-transparent dark grey box contains the main text.

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?

Problem statement




IKEA brand and culture
Recruitment methods

Target group
Marketing methods



Which subjects have we studied?



- _Desk research
- _Field research
- _Observations
- _Interviews
- _Questionnaire

How did we conducted the research on these topics?



What we're the main findings of our research?

Welkom

Versierde salade



normaal 2.50
groot 3.50

Kipsate



normaal 5.25
groot 5.95
groot 6.50

Sausjezenbroodje



Zweedse gemarineerde zalm



4.25



Zweedse gehaktballetjes



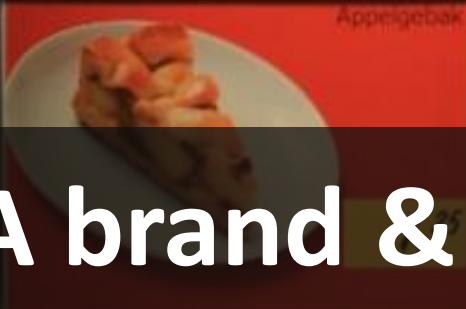
3.95
normaal 4.95
groot 5.95



Zweedse bu



Appelgebak



Kinderkruizen



1.95

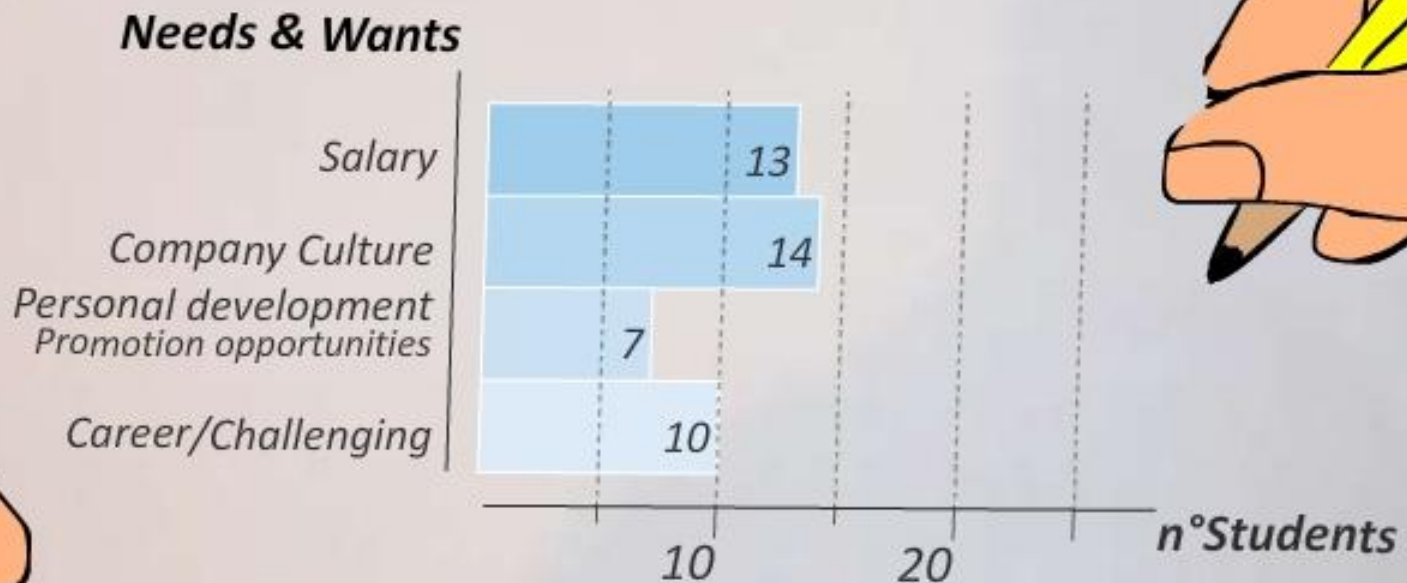


IKEA brand & culture



Target group

Target group needs & wants



Target group needs & wants

Awareness of IKEA

Interviews: 24 students




Average age: 23.5 y.o.

Faculty: Logistic

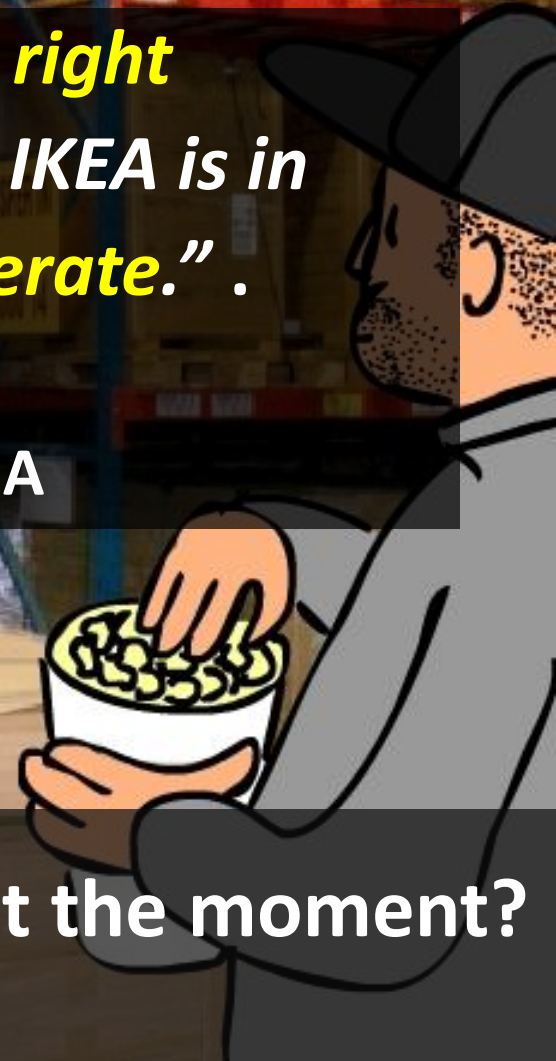


Target group awareness



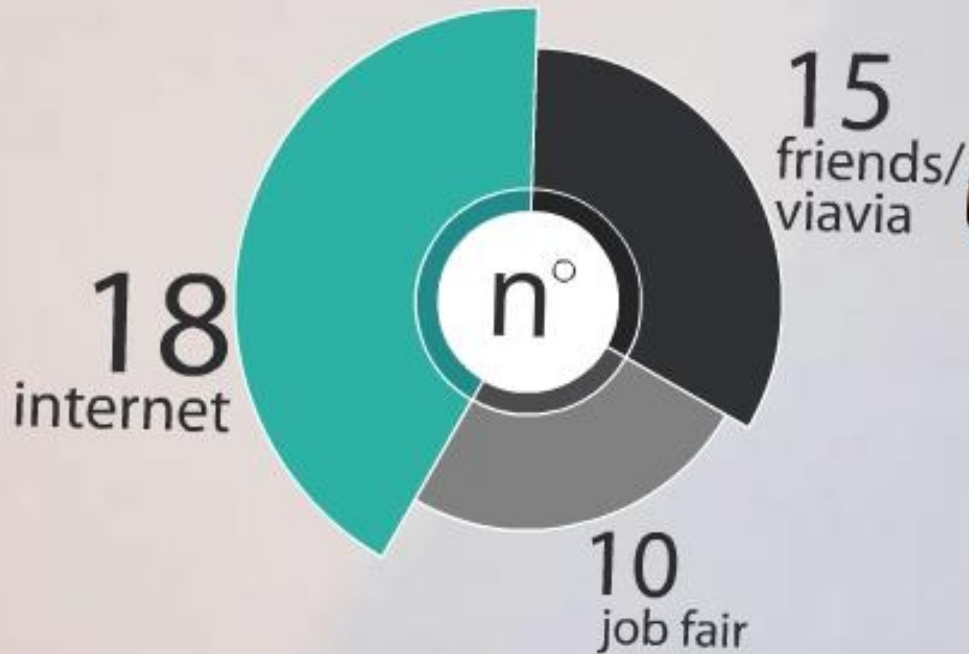
“The right people, the right place, the right time.”, “When talking about logistics, IKEA is in need of **managers** that also like to **operate**.”

-Mandy van Duivenboden – Recruiter at IKEA



How does IKEA reach these students at the moment?

Tools for job application target group



**Multipleresponse are possible
The total can exceed 100%*

How can we reach these logistic students in an easy and effective way?



Digital storytelling & gamification



What is digital storytelling?

Digital Storytelling



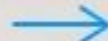
#1

An **interactive** way of telling a story.



#2

Stories are now **media-rich** which can be conveyed to the audience.



#3

Can be applied in almost any **working sector**.

The power of digital storytelling



Example of digital storytelling



What is gamification?

Activity

Result



Employ **game mechanics** to non-game activities

Increase engagement levels between two parties.



Provide **rewards** to encourage users to stay engaged

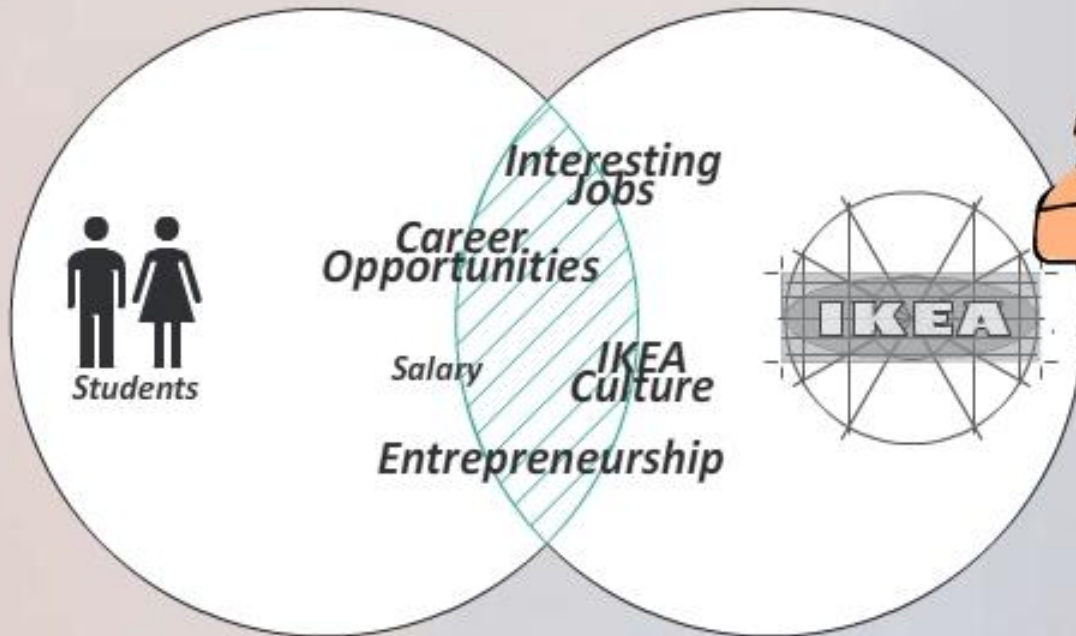
Players obtain a greater sense of accomplishment

The power of gamification



Example of gamification

Communicate one Benefit



What do we want to communicate?

Summarize the main findings

- _ Let the **IKEA culture** and **brand** shine through.*
- _ **Show logistics world.***
- _ Let them know that **IKEA** is an **interesting employer.***
- _ **Seek ways to interact** with the logistic students.*
- _ **Digital storytelling** and **gamification** as tools to communicate.*
- Interactive marketing** to get their attention.*

Summarize the main findings

BERTIL



Concept Phase

How are we going to continue?

An illustration of a hand holding a yellow pencil, writing the text "Questions & Conversation" on a white piece of paper. The background is dark blue. The hand is orange with black outlines, and the pencil is yellow with a black outline. The text is in a bold, black, sans-serif font.

Questions & Conversation