

For the **IKEA project** our team conducted

store, done a interview with a recruitment manager and spoke

world that's called



Methods used

- Desk Research**  | blog videos
- Field Research**  | store visit
- Interviews**  | students
- Questionnaire**  | Facebook something
- Observation** 

Research Methods

Desk/Field Research & Interviews

Store visit

After we visited the IKEA store the main thing that struck our team was that IKEA has a **very clear concept**. As a visitor you don't see the work that's been done behind the scene. IKEA is focused on ease and comfort towards the customers.

Interview with Recruitment manager

"The right people, the right place, the right time." That's the main focus of IKEA when talking about recruitment. At the moment IKEA has a hard time finding enough qualified people for logistics.

Mandy Kouwenhoven, Recruitment manager



Interview with Logistic students

We took interviews with people, between twenty and twenty eight years old, who are at the end of the third or fourth year of their study or graduated recently and are new to the workforce.

// "The main reason why I want to work at a company



project group has done

reason why we have done research on these subjects is because our

needs to be communicated to our target

gives an insight about



Similarity with traditional advertising

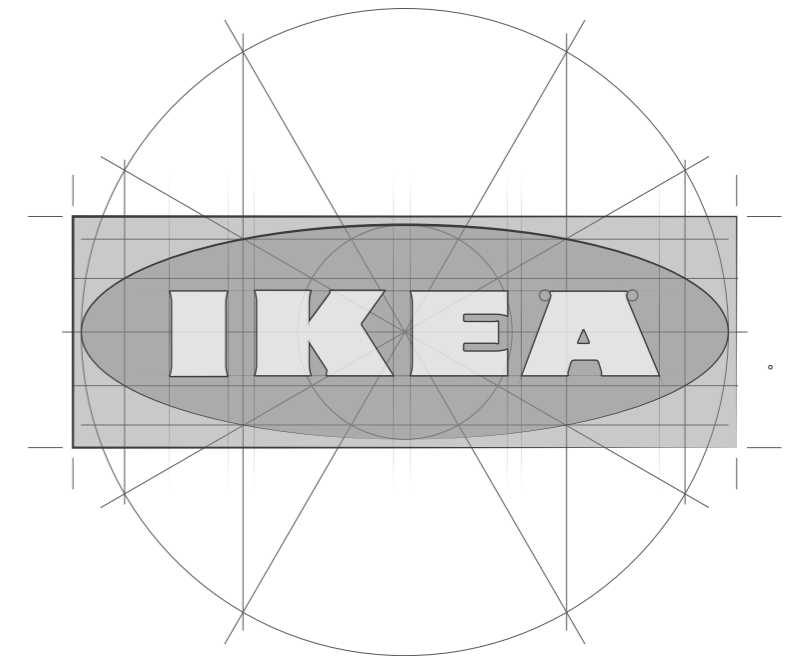
As with traditional advertising, interactive advertising has the same basic task: to create ideas for brands to make people like them more.

Important points of advertising

Before you start making a new advertisement or campaign, it is important that you ask yourself: *What do we want to communicate?* Another key element is that you communicate just one benefit. The ad should also be simple yet clever and profound, because you have little time to grab the target groups' attention.

The power of interactive advertising

The power of interactive advertising is that it demands some form of immediate or ongoing response (Two-way relationship). People can interact or play with a brand. In this way people have the feeling that they are in control, because they can make their own choices.



Why branding?

Companies search for opportunities to distinguish themselves and connect with customers on an emotional level. People fall in love with and trust a brand.

Important question for employer branding

As with traditional advertising, interactive advertising has the same basic task: to create ideas for brands to make people like them more. To create positive thoughts about brands towards their target group. The difference is that people feel more connected when they also have input so the interactivity.

The three main functions of a brand

_Navigate: A brand helps customers to make clear choice between one product or another.
_Reassurance: A brand communicates the quality of a product or service so customers are reassured that they made the right choice.
_Engagement: A brand uses distinctive images, language and associations so customers can identify themselves with the brand.

Conclusions

- Show target group the **benefits and opportunities** of working at IKEA.
- Just **communicate one benefit**, because you have **little time grab attention**.
- **Interactivity** will give them the feeling that they are in control. **Let them play.**

Storytelling

Digital storytelling is the new way of telling an old tale, it's media-rich and can contain interactivity with its audience. If used correctly this method will create a more engaged bond with its audience. To convey a story to an audience is relatively easy with this method, however it can exist in many forms because of its richness.

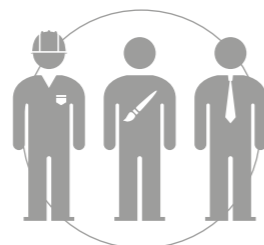
#1
An **interactive way** of telling a story.



#2
Stories are now **media-rich** which can be conveyed to the audience.



#3
Can be applied in almost any **working sector**.



Gamification

Gamification is a method used to make non-gaming activities more interesting for a target group, especially younger people. If applied correctly gamification will acquaint the users with the industry. This usually results in earning virtual rewards that will enhance the image of that industry in their eyes. This method is very interesting if you want to reach your target group through social media.

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

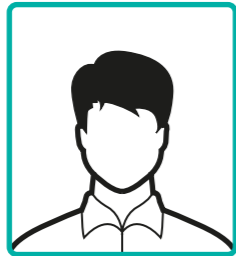
Conclusions

- **Various media** can be used to convey a story.
- It can include **interactivity** with the audience.
- It's a great tool to **share ideas, knowledge** and **emotion** between people.
- Employ **game-mechanics** to **non-game activities**.
- **Increase engagement** levels between two parties (**Two-way relationship**).
- **Provide rewards** to encourage users to stay engaged.

Promotion Methods

Gamification & Storytelling

Five students interviewed in person with a one-on-one conversation also handed out a survey to 24 years students with which we organized all the answers in a spreadsheet.



Interview Profile

Average age: **24 y.o.**

Educated on: **HBO**

Studies: **Logistics**

Year of study: **3rd - 4th years**

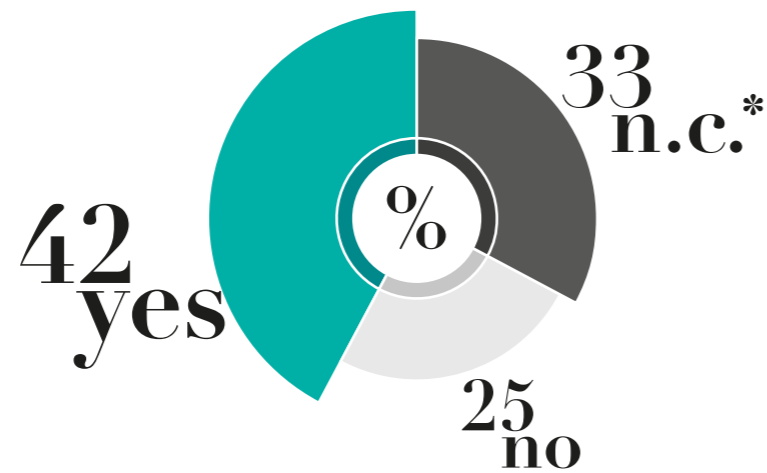
Field of studies:

Business Logistics	
Health care Logistics	Event Logistics
Human Logistics	
Airport/Seaport	Supply Chain

Interviews: **24 students**



Awareness of IKEA (as employer)

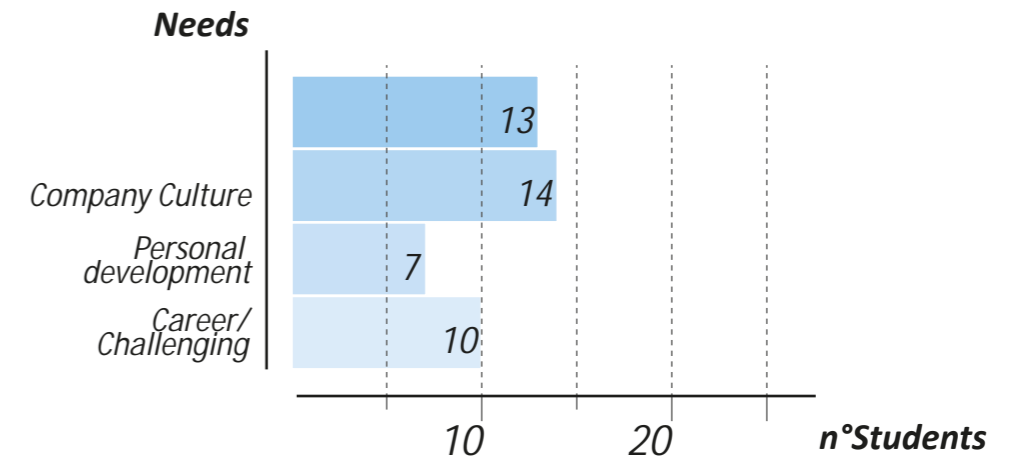


* Not considered

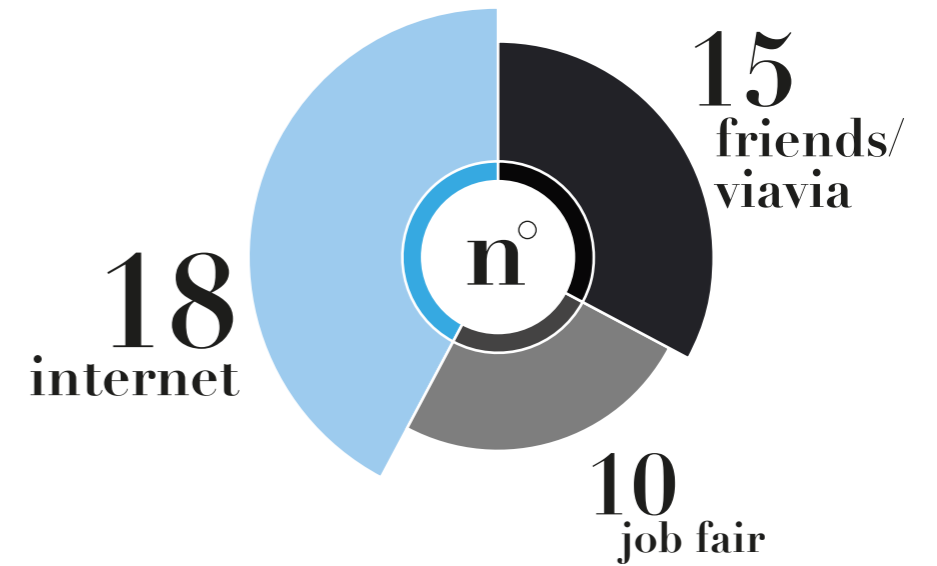
Target Group

Needs & wants

Target group Wants & Needs



Tools for job application



Tools for job application

