




**Today and
future
customers**





The Task

I IKEAs maskinrum:
For at stimulere interessen for indretning og fortsat være relevante har det globale møbelhus inddraget kunderne og tilpasset produkterne helt ned til regionalt niveau. Hør historien bag begreberne "FAMILY Club", "hjemmebesøg" og "Life at home".



**TO CREATE A
BETTER EVERYDAY
LIFE FOR THE
MANY PEOPLE –
INDIVIDUAL
PEOPLE**

**Our business idea is to offer
a wide range of well-
designed, functional home
furnishing products at
prices so low that as many
people as possible will be
able to afford them.**



IKEA DK in the market

- Strong position to keep
- Market leader



Globalt brand – local relevancy



The 4 major drivers of changes

- Consumer in charge
- Changing in demographic
- Urban living
- Digitalization



Higher demands from consumers



How do we meet the demands of the consumers



***By understanding the
barriers and
opportunities to
become more relevant
and attractive***



A top-down photograph of a light-colored wooden tray resting on a bed. On the tray is a white ceramic cup filled with dark coffee, sitting on a matching saucer. Next to the cup is a folded newspaper with visible text. The bed is covered with a grey, textured blanket and a brown wooden headboard is visible in the upper left corner.

**With data and
insights**

**To understand the
needs and dreams**

**To build emotional
connection**

**To build longterm
relations**

**To create
communication that
connects to the heart
and mind**

*..... of the many
individual people...*





The aim:
Relevance → engagement → growth

Through relevant communication in all touchpoints

Insights and knowledge about consumers and life at home

Whenever and wherever customers want to reach us

Relevant targeted content – built on key insights about consumers demands and IKEA as the enabler

Cut through Engagement Brand Building Sales



- **Home visits**
- **Life at home survey**
- **IKEA FAMILY**



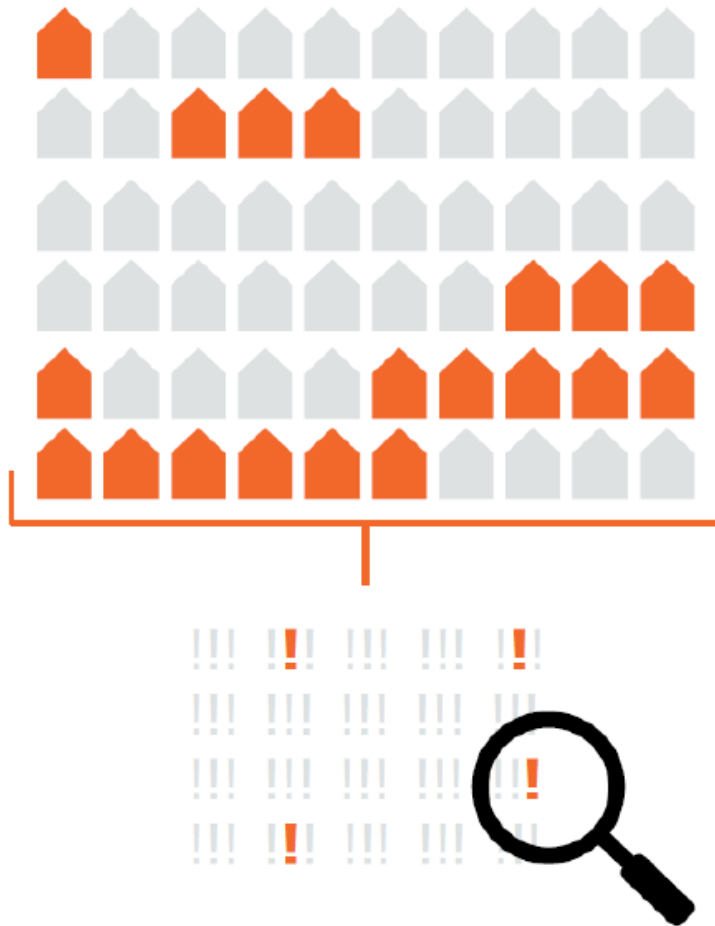


Homevisits



Turn life-
at-home
insight
into better
business!





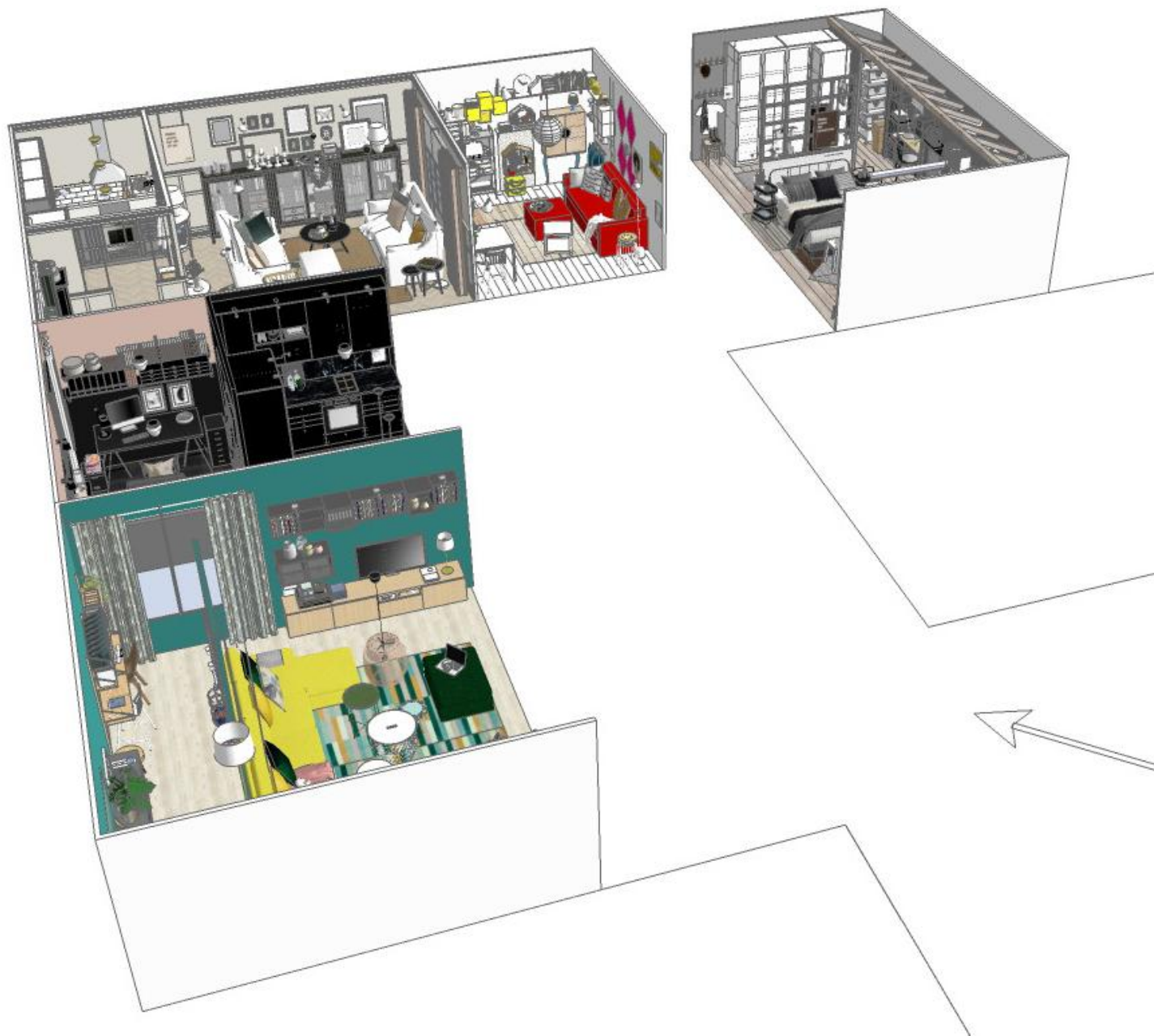
Purpose:
To get a better understanding of how people on the local market live and how they *would like* to live if they could make changes in their home.



What do people do at home in our market? What do people love about their homes? What would they like to have?

How can we inspire them to make improvements at home?







Inter IKEA Systems BV 2017

LIFE AT HOME RAPPORT

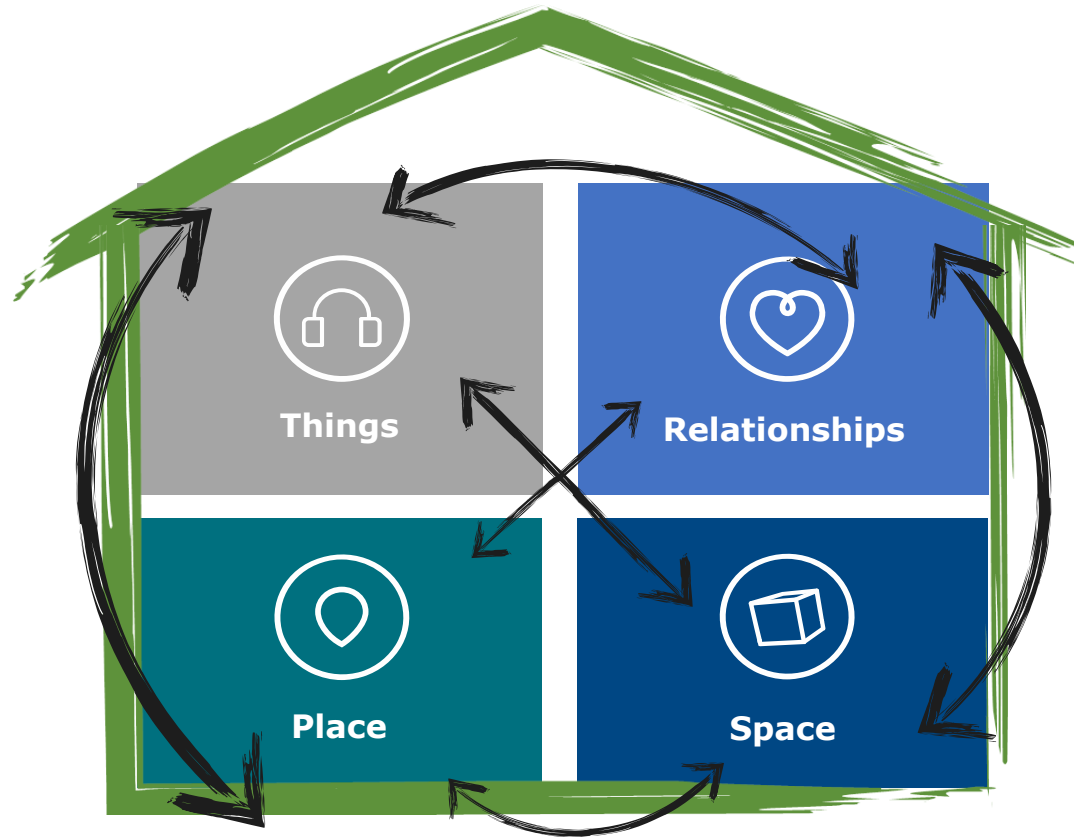


Why do make a survey around "Life at home"?

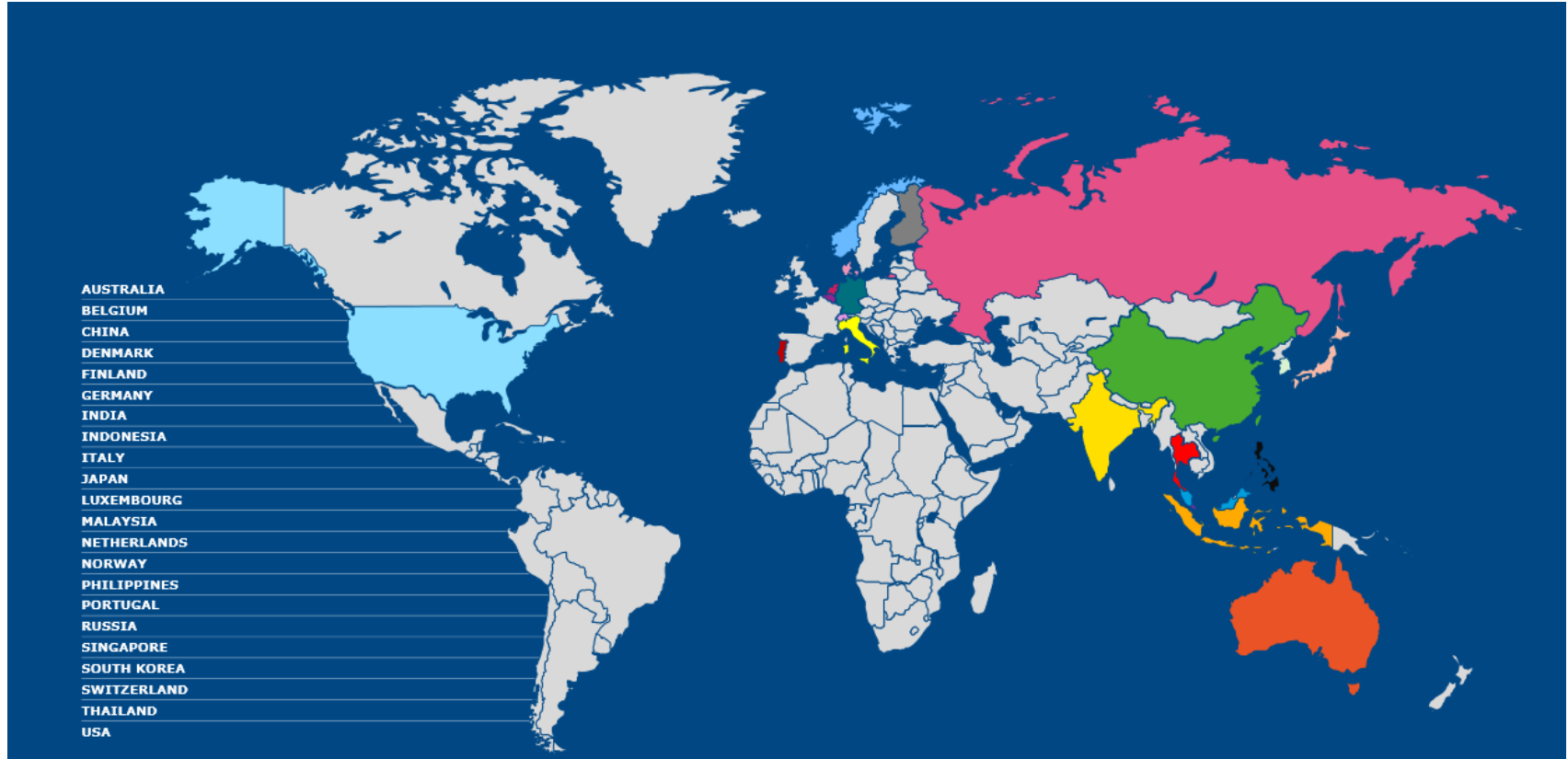
To create a better every life at home for the many people.

We need to understand the authentic and real life at home

To understand ...



IKEA visit 650 people in 3 month in 22 countries



What kind of data do we look into?

- **Demografi:** Mix in age and living situation
- **Social media fora:** 650 people, 5.000 talks
- **Home visits:** 874 timer, 36 homes.
- **Homevideo:** 6 weeks with home video in 18 homes we see as "Home Pioners"
- **Workshop:** 1 day workshop with the "Home Pioneers"
- **Interview:** With 4 experts
- **Global questionnaire:** 21.419 people in 22 countries(hvordan er de valgt + hvordan gjorde vi det).
- **Danish questionnaire:** 1.200 people.

How do we use these data?

- **Product development**
- **Accessibility – services towards customers**
- **Store layout – development of roomsettings and homes**
- **Corporate and commercial communication in all canals**

IKEA FAMILY





The future is about relationships that are more meaningful and emotionally grounded. Future loyalty programmes need to be built on engagement to succeed.

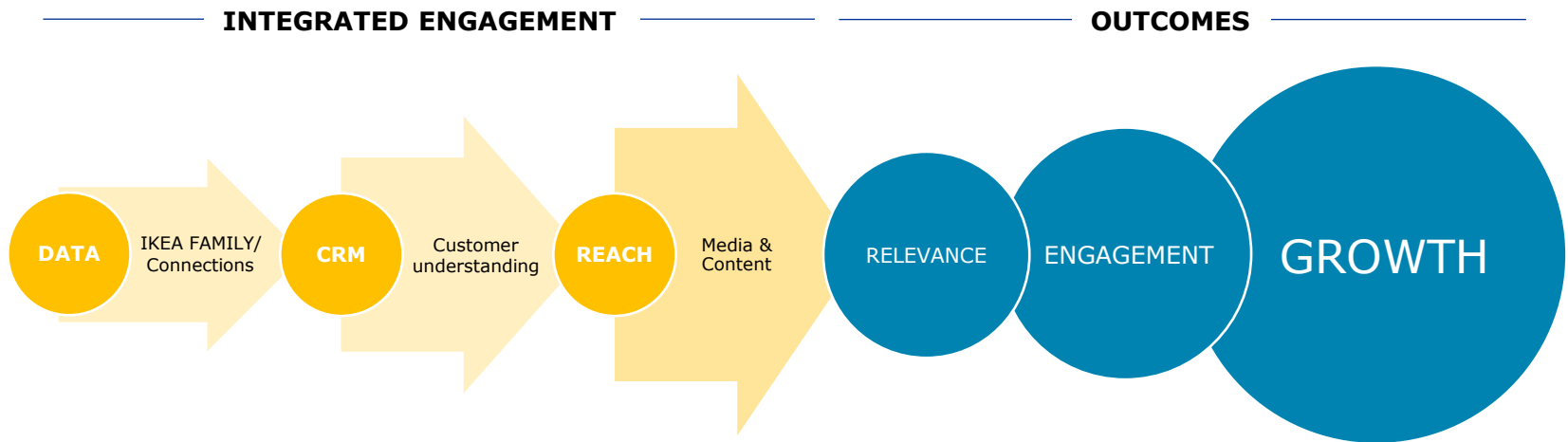


**1.100.000
members**

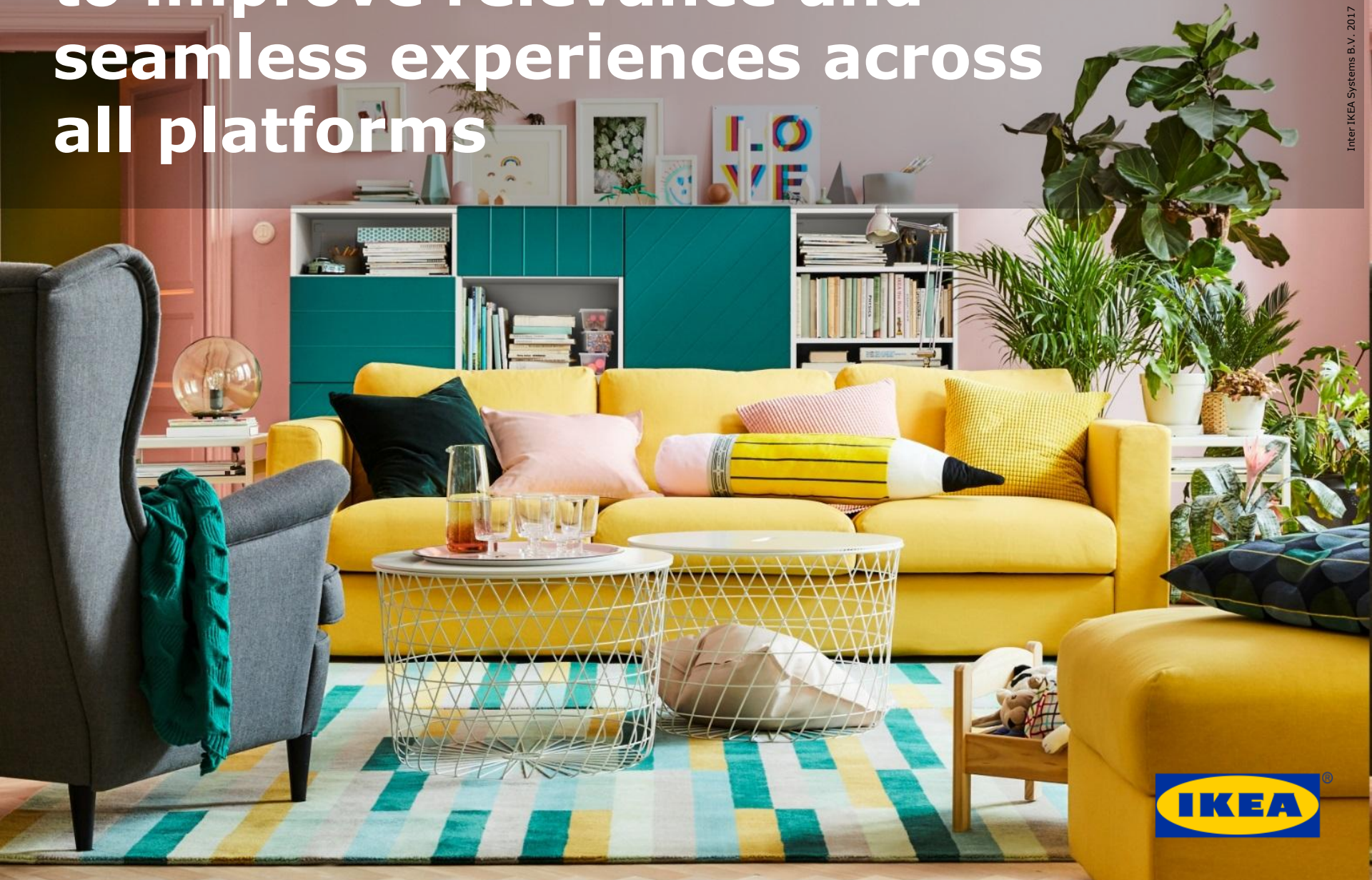
**IKEA FAMILY has a
member panel with over
65.000 contactable
members in Denmark.**



Relevance & Growth



**We will use data and insights
to improve relevance and
seamless experiences across
all platforms**



...to inspire the many .

