Background – Company context

About IKEA: Ingvar Kamprad founded IKEA in 1943, since then, the IKEA group has grown into a global brand with 127,000 workers in 41 countries. Our core business is home furnishing and home accessories. We think that more comfortable and welcoming homes are possible.

Mission: To create a better everyday life at home for the many people.

Values – The IKEA way:
- Simplicity: Keep things simple. Less is more.
- Cost-consciousness: to offer products at low prices, affordable for as many people as possible.
- Respect: To our clients, the environment, the employees, the suppliers and the society.
- Togetherness: We solve problems and make clever decisions working together.

IKEA social responsibility: From the beginning IKEA has been committed to create a world more respectful with the environment, the resources and the people. This commitment has been expressed over the years by supporting many different social causes: UNICEF, Save the children, WWF...

IKEA Challenge in the Spanish Market: IKEA has turn 15 years in Spain with 13 stores so far, and has become the Market Leader (50% market share). It ranks first among furnishers in the Top of Mind of consumers. Despite this big success, IKEA aims to keep growing in the near future and has set a key priority for the future coming.

So far, IKEA has positioned itself as a strong and valued brand, but at the same time is also perceived as a foreign multinational brand that is not so close to Spaniards, and this, can jeopardize future growth.

For that reason, we want to build a stronger emotional bond with Spanish consumers and be the Top of Heart.

Background – Social Context

The problem: Since 2008 Europe is facing the worst economic crisis since World War II. Today in 2011 the crisis has led Spain to a dramatic situation...

- An alarming 21% unemployment rate that causes many families to struggle to get to the end of the month (4,9M people unemployed).
- Financial issues like debt restriction and real estate mortgages overvalued, had worsened the situation. The latest social barometer shows that housing eviction in Spain has risen from an average annual of 45.000 in 2009 to 120.000 in 2010. This number keeps growing every single day.

These issues had put on the verge of social exclusion many Spanish families that are in the risk of failing to meet a basic need, access to a proper housing.

The opportunity: In this context IKEA cannot leave behind its mission (To create a better everyday life at home for the many people) and has a chance to reinforce its brand image and build up stronger bonds with the Spanish consumers.

Brand proposal – The social cause

The motivation: IKEA has always been by consumer’s side and now wants to be there again, helping those who need it the most. In the current dramatic situation, we want to make sure that all people can sleep in the comfort of a sheltered bed and feel as close to home as possible.

The product: IKEA is launching a very special product “Solidariskt Blanket” to support the many people who are facing economic difficulties and make sure that nobody has to sleep in the street without the comfort of a shelter, a bed and a warm blanket. This exclusive blanket is 100% made in Spanish factories to help fight against unemployment and can be used as a key visual of the campaign because it helps us transmit the idea of the importance of a warm and comfy home.

Unique Selling Proposition: IKEA is committed to lead the fight against homelessness in Spain and thus, for each “Solidariskt Blanket” purchased, IKEA will donate all the profits to Caritas* Spain to promote the creation of centres properly equipped to give shelter the ones who need it most.

*Caritas is among the Top 3 best known charities in Spain and has a special commitment to fight against homelessness and social isolation, giving direct aid to more than 30,000 people last year.
Project description – The request to the agency. How will you join the cause?

1. Develop a 360° communication campaign to raise awareness of the social cause promoted by IKEA and to announce the launch of the "Solidariskt Blanket".

2. Develop a Logo and a name for the initiative
   - Name proposal for the initiative/campaign: “Solidarity Blanket“.
   - Keep Logo simple and easy to remember. Add the identity manual for the different uses of logo.

Brand Objectives & Target

Business Objective: Increase consumer loyalty and boost penetration.
Communication Objective: Valorise brand image through closeness to consumer.
Communication Target: Spanish women and men over 25 years. Everybody can buy IKEA’s products and can contribute to the cause.

Brand positioning strategy – What’s your playground?

1. What. The message
   Insight: In the moments of difficulty it’s important to feel embraced and supported, the warmth and security of a home plays an important role.
   Benefit: IKEA has always been by your side and now is still there, helping more those who need it most.
   Reason to Believe: For each "Solidariskt Blanket" purchased, IKEA will donate 100% of the profit to Caritas to support the fight against homelessness in Spain.

2. How. The creative
   Impact: The product could be used as the Key Visual of the campaign. We need all your creativity.
   Brand personality: Close, human, innovative, for the many.
   Tonality: positive, spirit of solidarity, touching, with a twinkle in the eye.

3. Where. The touch points
   Paid Media:  
   - TV ad to introduce the campaign: 30” Launch and 10” frequency.
   - Radio: 20s
   - Online Banners (300 x 900 px and 600 x 600 px.)
   - Search Engines. Define keywords related to the campaign.
   - Special BTL action

   Own Media:  
   - In store Communication. Stores are a key instrument to communicate and are at your fully disposal.
   - Website: Specific micro-site and home banner.
   - Elhogar.de, IKEA Spain’s own social network. Free open space to reach IKEA’s closest costumers.
   - Social Media Platforms: IKEA’s Facebook, Twitter and YouTube channel.
   - Employees as ambassadors.

   Earned Media:  
   - Specific PR Communication for Bloggers.

Timeline - Dates you should keep in mind

Campaign period: 8 weeks from November 1st 2011 to January 15th 2012. Winter season makes the campaign even more relevant.
Special Push: November 28th International Day for rights of homeless.

Process & Deliverables:

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Budget

Total Cost of the campaign: 1,5M Euros.