

Brand: IKEA

Sector: Retail

Primary Objective: Awareness / Consideration

Formats Used: YouTube / Video

Background and Overview

IKEA's ambition with their Sustainability campaign was to be leaders in life at home, aiming to get consumers, existing and new, to primarily start living more healthily and sustainably at home. They wanted to do this by delivering this message to as many people as possible. To reach this goal, IKEA needed a partner with the data and activation expertise to drive incremental reach on top of their linear TV activity and deliver campaigns that drive conversions in an affordable and sustainable way. Dentsu turned to MiQ for help. MiQ looked to deliver on these objectives across TV, with additional digital strategies across connected TV, to maximise reach across AVOD + Youtube to complement IKEA's linear TV campaign.

MiQ's new cross-channel proposition also came into play to help IKEA & dentsu to plan incremental reach and identify what video channels to invest their budget in to get the most cost-effective reach possible.

The industry has had issues with effectively measuring what agencies have been planning. This is where MiQ stepped in, using its partnership with Samba TV's ACR data and BARB's TV panel data, as well as its own sophisticated data capabilities. We were able to measure the incremental reach that connected TV and Youtube provided on linear TV and digital, closing the planning cycle and providing valuable insight into the overall campaign reach delivered by the campaign.

What was the role of digital within the media mix?

Dentsu and MiQ were able to work closely together to combine AV and digital plans, which helped change Dentsu's strategic thinking across AV and digital to no longer work in silo. By overlaying data this has harnessed new hard-to-reach audiences and enabled precise measurement of the incremental reach that connected tv and YouTube provided on top of linear TV post campaign. This data has helped give credibility to Dentsu's planning tools and this new collaborative planning approach will continue to evolve with new data sets available, enabling them to find new audiences for IKEA and drive cost-effective plans for the future.

What results did you attain? What was the biggest achievement?

MiQ helped IKEA deliver a truly successful set of Advanced TV campaigns. With this approach, YouTube and connected TV delivered 4% incremental reach across audiences that were not exposed to linear TV.

The success of this campaign meant that if we were to try and deliver this additional 4% on TV, it would have cost IKEA over £200k.

What's the killer headline?

Using MiQ's Advanced TV solution to deliver effective & measurable incrementality for IKEA