

THE IKEA OUTDOOR FURNITURE HUNT

PROBLEM

At IKEA you can find a lot of great products for inside.
What many don't know: They also offer a lot for outside.



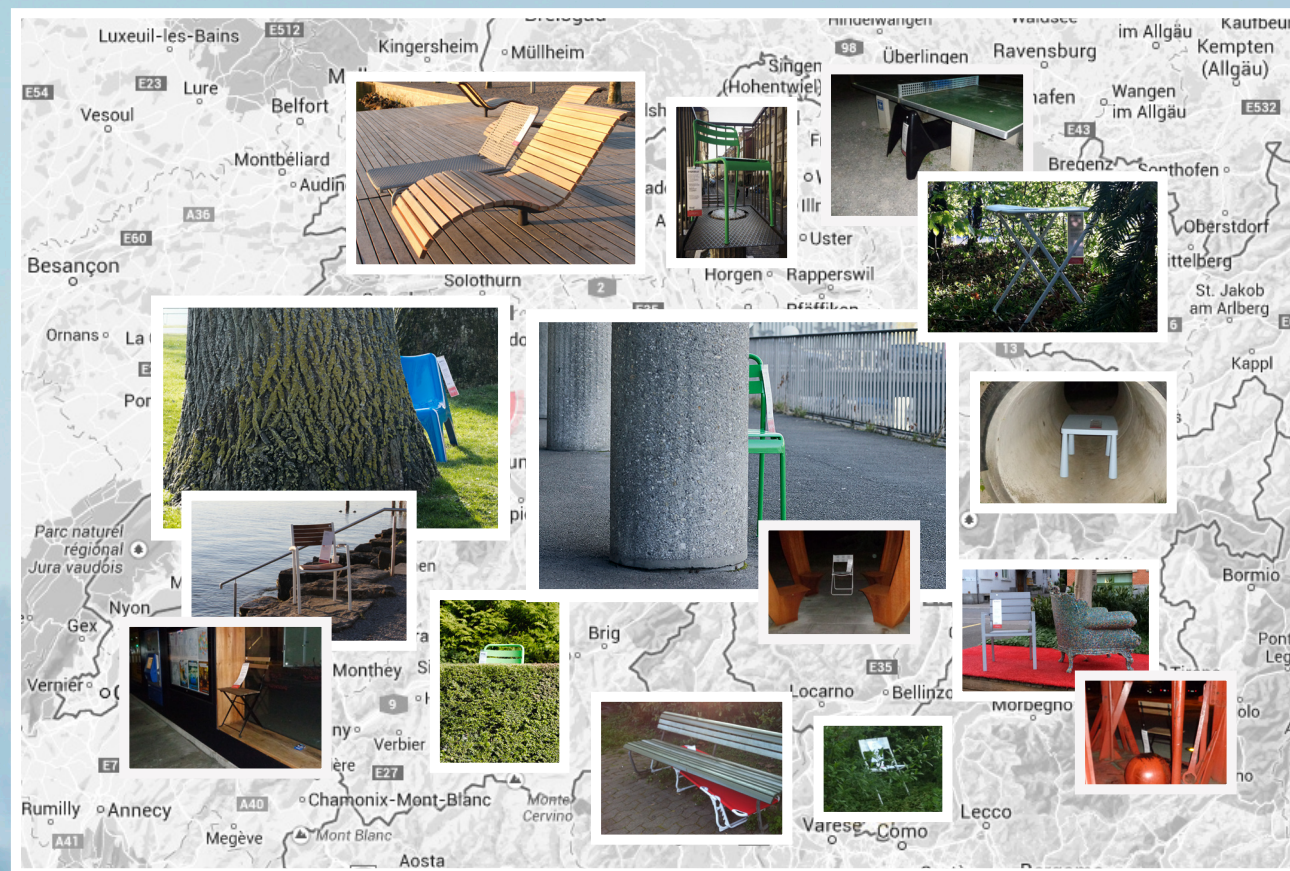
SOLUTION

To give people a taste of the large IKEA outdoor collection, we made use of a Swiss spring tradition: Every Easter, we search for hidden eggs, sweets and little presents.

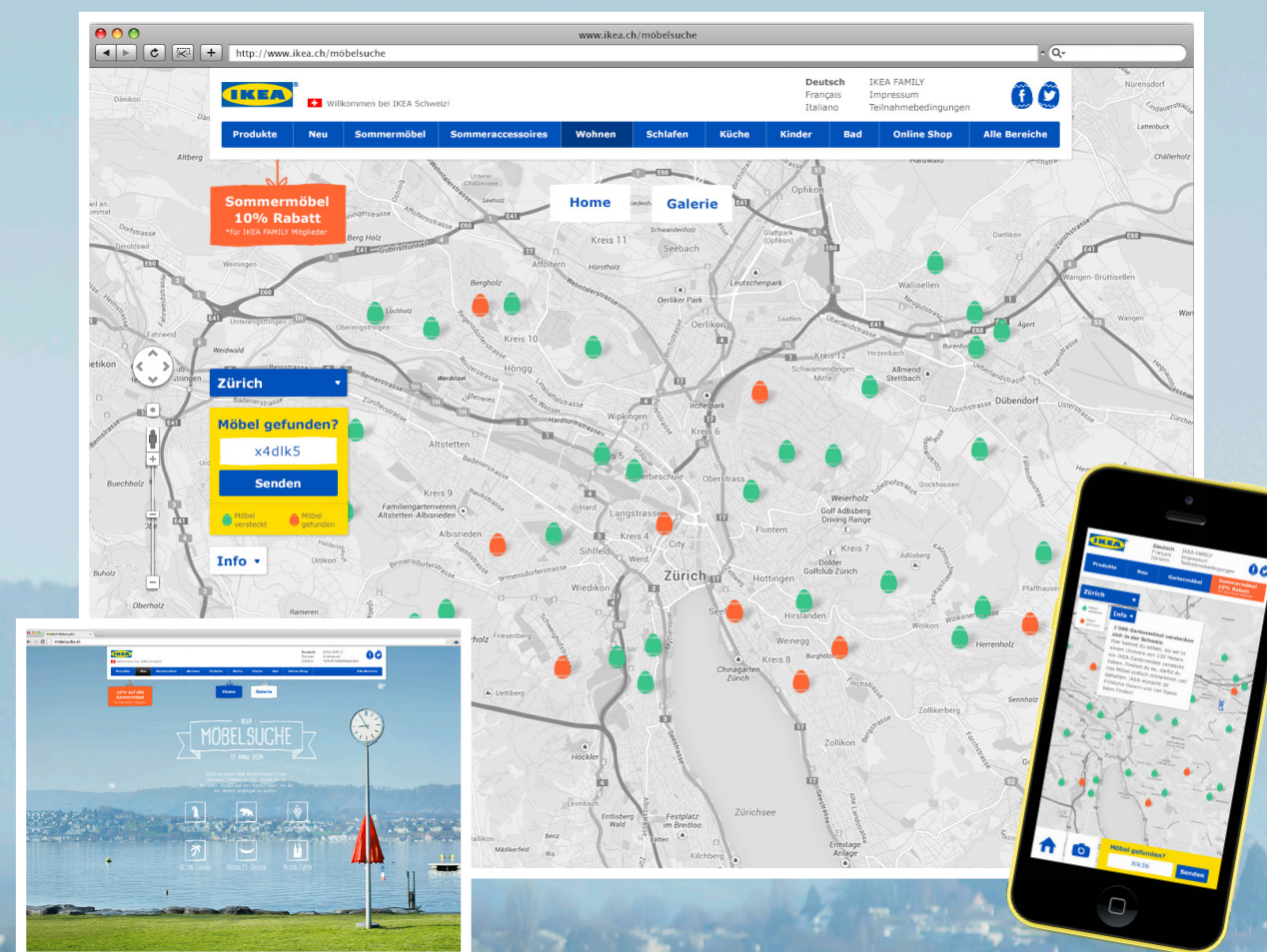


EXECUTION

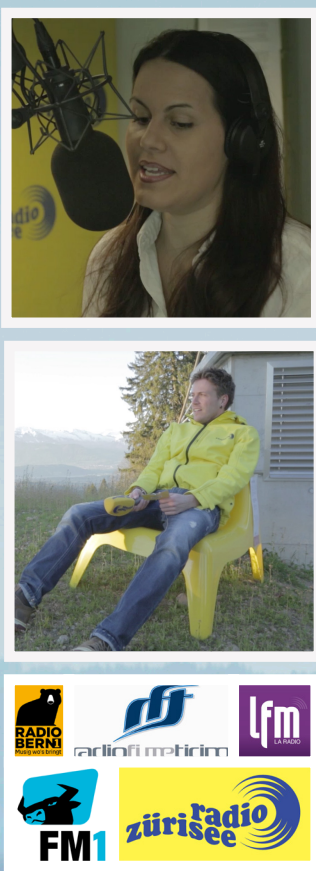
For IKEA we hid hundreds of pieces of outdoor furniture all over Switzerland before the Easter weekend.
The deal: what you find you keep.



Interactive maps guided viewers to the hidden products.



We announced the search through all IKEA owned media. Radio stations joined in too: they hid announcers together with the furniture, who gave search tips and were found by a lucky winner.



RESULTS

100% of the hidden products were found in less than 6 hours.



Almost no media costs: **70%**
of the media were owned or earned.

In just one day:

5% of all mobile users in Switzerland participated.
140.000 hits on www.ikea.ch/mobelsuche
300% more than expected.

IKEA reached more people than ever before.

