

THE COZY WAY OF CONNECTING WITH YOUR AUDIENCE

MARKETING OBJECTIVE

IKEA had just launched its **new catalogue**, which is a key tool of the brand's storytelling that promises consumers to help them start and end their day better.

That said, despite the catalogue's popularity, IKEA was looking for a **fresh way** to **reach** and further **motivate** its **audience**.

SOLUTION

Connected TV Advertising is on the rise globally, as it **combines the best** from the different worlds of **traditional TV and Online**.

Mindshare decided, in collaboration with ThinkDigital, to run a video campaign at Samsung Smart TV's Ad Hub. Therefore, IKEA was one of the first brands in SE Europe to capitalize on this effective **pull ad technique** and invite viewers to engage with its smart looking content.



RESULTS

ENGAGEMENT

57.38%

VIDEO COMPLETION RATE

0.525%

CLICK-THROUGH-RATE

THE QUOTE

“ Samsung Smart TV gave us a new way to combine the reach of traditional and online TV viewers and ability to track their response rate while in front of their TVs. This campaign extended the multiscreen approach of our digital campaigns and gave us a good starting point for next campaigns. ”

Milen Yankulov,
Head of Digital, Mindshare