



# In the kitchen

Change your view

100% loaded





# Project background



**IKEA**<sup>®</sup>



# Objectives



**1**

To make **IKEA** the indisputable Kitchen leader on the **Russian market** with a clear distance to competitors. To increase awareness of IKEA kitchens

**2**

To position **IKEA** as being **on the front of design**, modernity and function with a price tag that makes the dream possible for the many people

**3**

To develop a kitchen tool that combines **inspirational content with interaction**. Demonstrating **style** width and **smart** functions, reinforcing relevant and affordable solutions on small space



# Audience

Families with children and Starting out

## Primary

They are on the stage of active evaluation in the consumer journey:

1. Have an intention to buy kitchen in the nearest future
2. Gathering information of different brands (where IKEA is a part of their set of consideration)

## Secondary

Do not consider to buy a complete kitchen in the near future, but:

1. Interested what's going in the kitchen market in case if they are going to buy it later.
2. Interested in kitchen accessories



# Execution

[www.kitchenview.ru](http://www.kitchenview.ru)

English version:

[http://kitchenview.ru/index\\_en.html#/](http://kitchenview.ru/index_en.html#/)

# Idea

The idea is for visitors to explore IKEA kitchens functionality via series of breathtaking interactive POV videos.

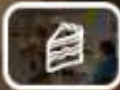
Visitors can jump or transmigrate from one POV character to another.

Characters see the world in their own way.

We can even switch to animals and experience their vision of IKEA kitchens.



GRANDMA





**IKEA®**

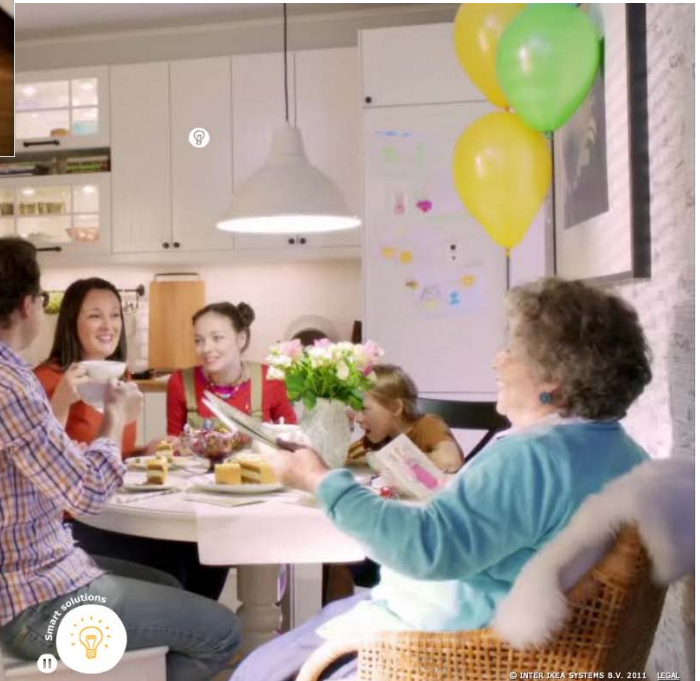
## **There are 5 Kitchens in the project:**

from the smallest 8 square meters kitchen to a 20 meters studio with integrated kitchen.

Within the project frames characters interact with each other and demonstrate IKEA kitchens, smart solutions, functions and style.

# "BIRTHDAY":

Whole family, including the dog, gathers together to celebrate Grandma's birthday.

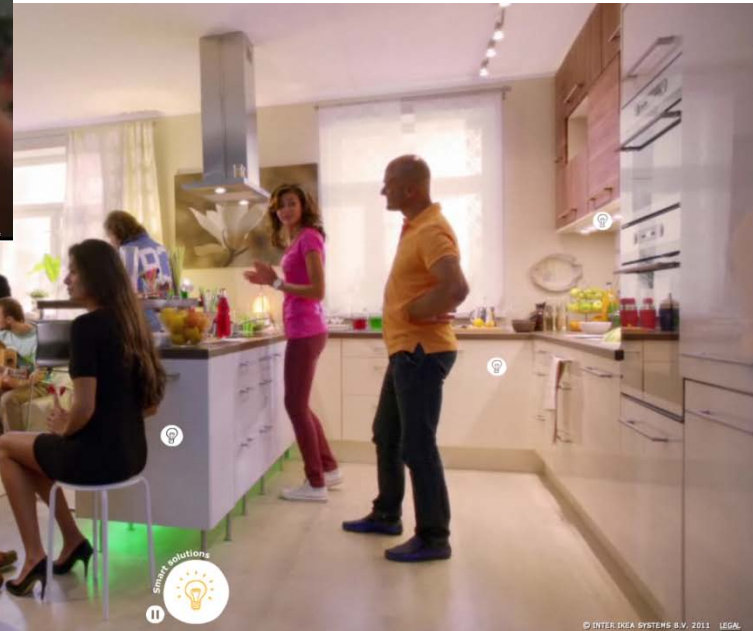
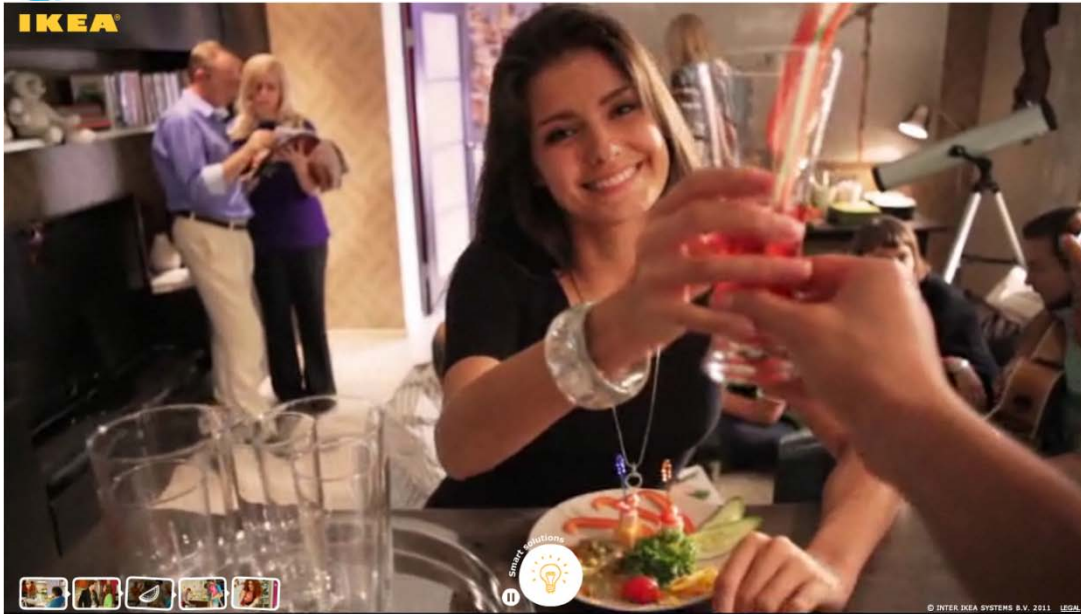






# “Make yourself at home”:

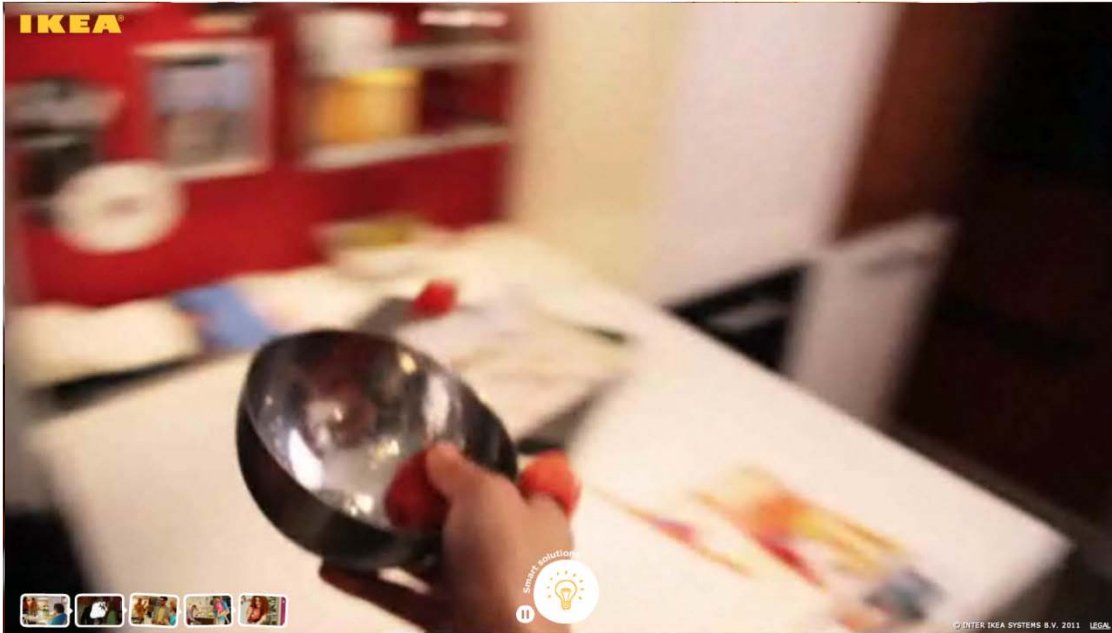
Kitchen party for children and grown-ups with a small concert and a professional barmen making cocktails





# “Distractive maneuver”:

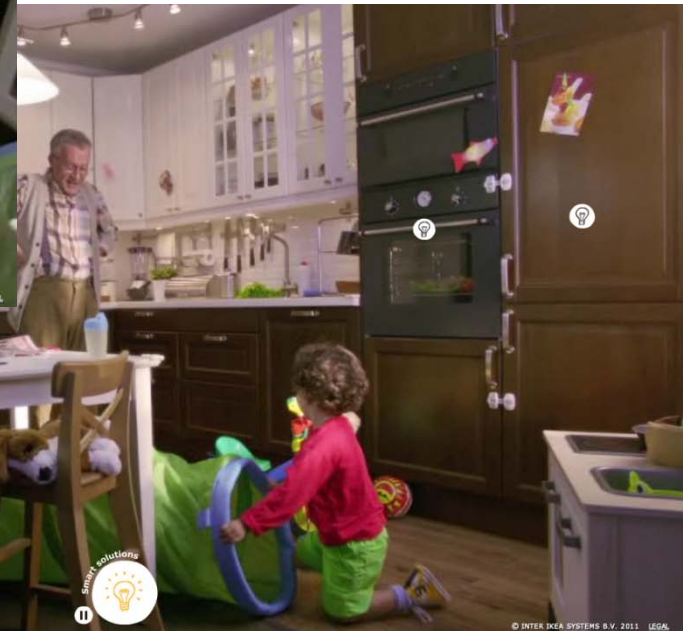
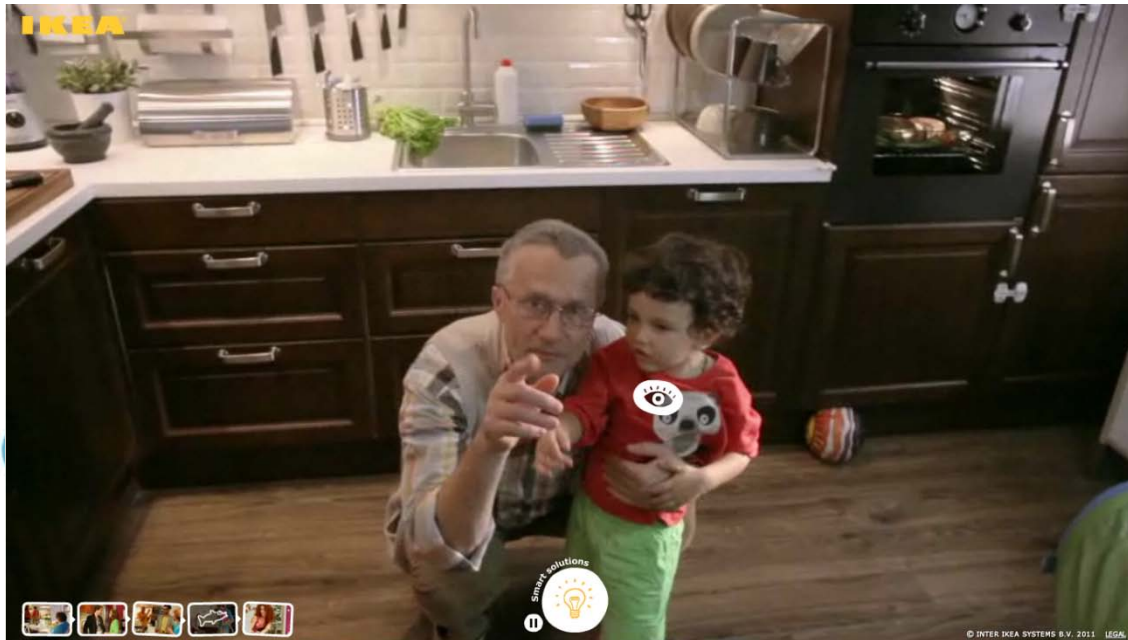
Girl dances for her boyfriend and suddenly drops a ball of strawberries on the floor.





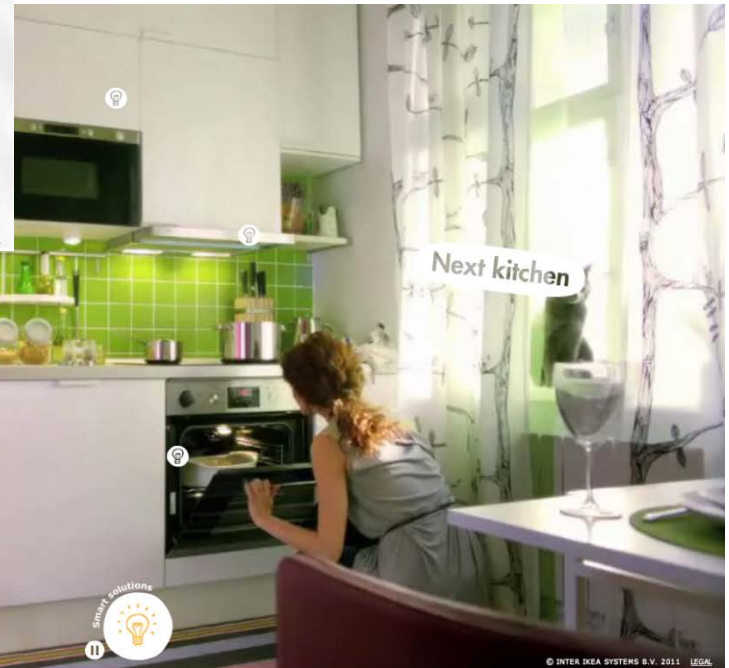
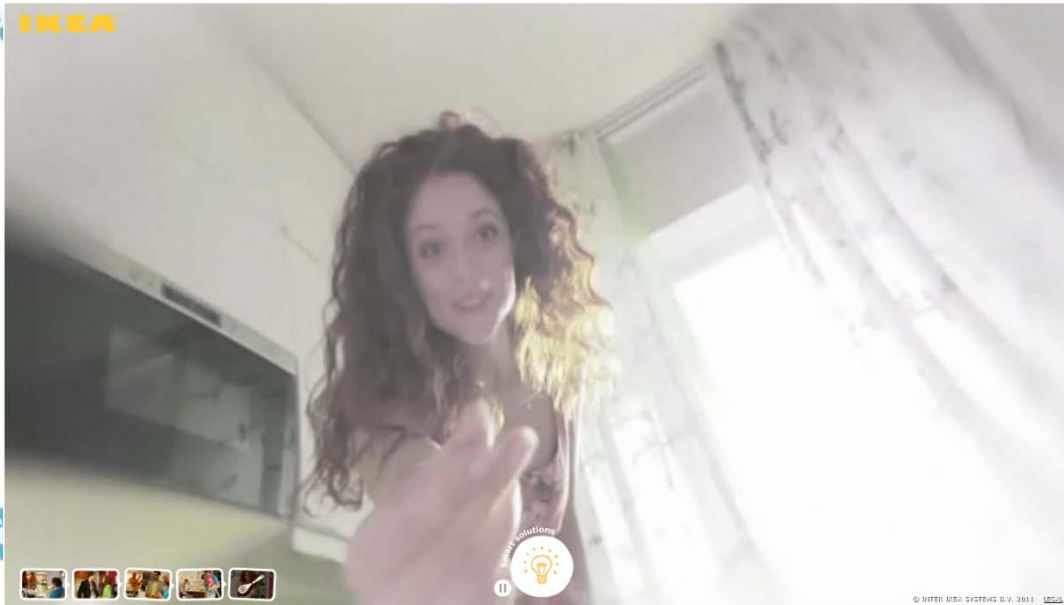
# "GRADNPA":

Parents ask Grandpa to look after their son while they are away. Thanks to IKEA safety system they don't worry about leaving their child in the kitchen.

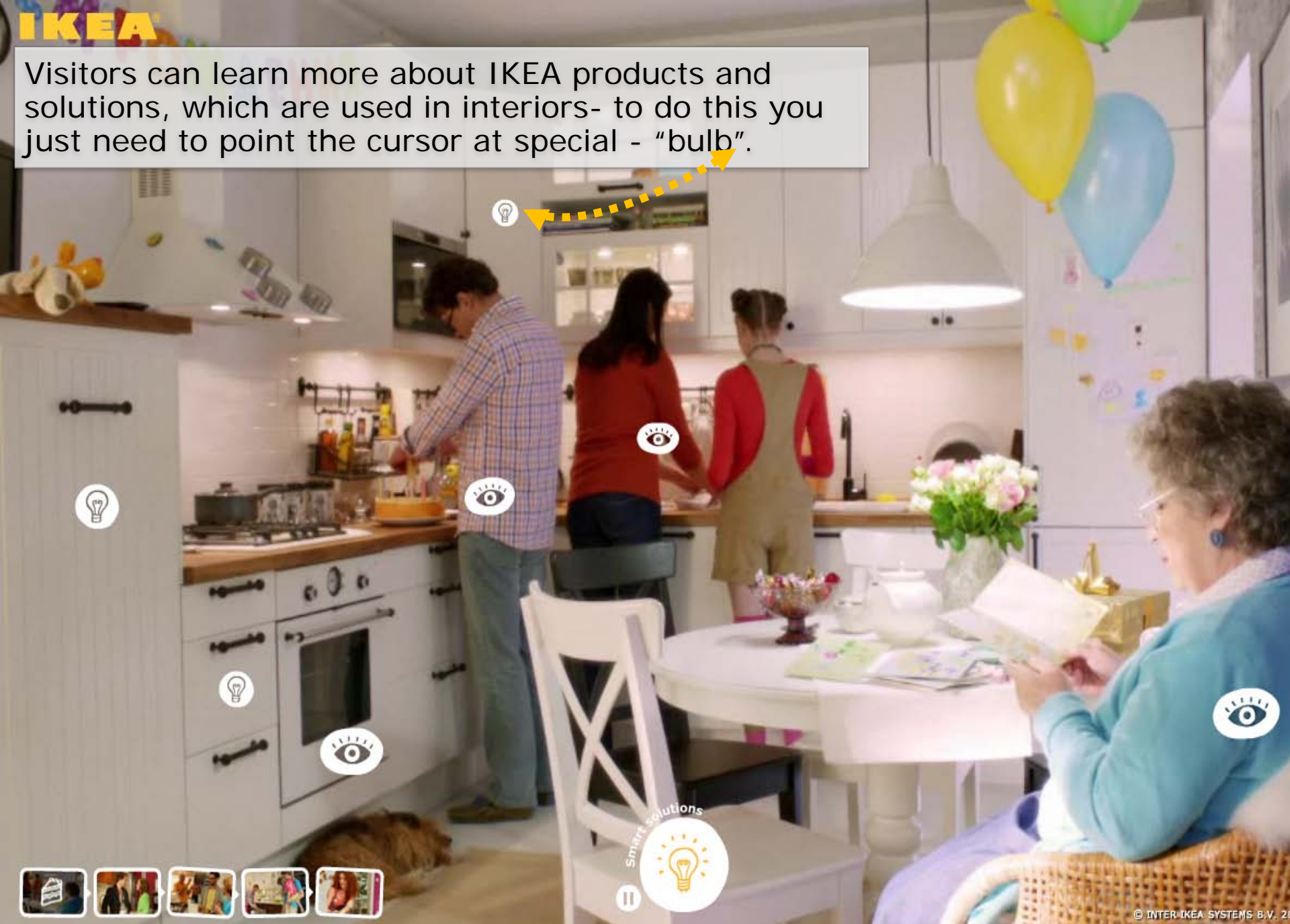


# "DATE":

Young girl is getting ready for a date. While the food is cooking, she tries some dresses on.



Visitors can learn more about IKEA products and solutions, which are used in interiors- to do this you just need to point the cursor at special - "bulb".



The function and the description will be shown in details.

**Pulls out to the foreground**

This spacious cabinet is conveniently pulls out, and it can store anything - from cereals to casseroles. RATIONELL dividers allow to most efficiently organize the interior space.

Bookmark



# There are also bookmarks with: Quality info, Services, Kitchen range and Planer

IKEA

Everyday quality



Quality Services Kitchens range Kitchen planner

25 25 25 HD 41 f the experts



Quality Services Kitchens range Kitchen planner

25 25 25 HD 41 f the experts

25 25 25  
IKEA

## Services

Do you want to do the work all by yourself? This is your right but not an obligation. We're glad to offer you a full range of services: credit, delivery, assembly and installation of purchased products. You decide which service to choose!



### Measuring service

Our experts can do this work for you. They will measure your room which will allow us to create the most accurate design in the future. In addition, our experts can check the design you have created and give their recommendations. You can learn prices for this service in the nearest store.



### Assembly and Installation services

"We're glad to offer you a full range of kitchen installation services. You can choose any service you need."

- dismantling of your old kitchen;
- assembly and installation of kitchen cabinets;
- worktop fitting and installation;
- a kitchen sink, mixer tap and household appliances installation.



### Delivery service

After IKEA kitchen purchase you can immediately take it home. If you have no ability or desire to take purchased products by yourself you can arrange home delivery with us for a reasonable charge. The delivery cost differs depending on whether you order a delivery just to the entrance of your building or directly to the apartment. For more information please contact the nearest store or check online at [www.IKSA.ru](http://www.IKSA.ru).



### Finance service

"An ability to select a credit payments period and an amount of initial payment, granting of a credit within one hour - that's just the beginning of IKEA credit advantages list. Do not miss special credit offers for the purchase of IKEA kitchens. For more information about loan terms, please check online at [www.IKSA.ru](http://www.IKSA.ru) or contact Credit department in the nearest store."

25 25 25  
IKEA

FAKTUM ABSTRAKT  
39800.-



FAKTUM RUBIK APPLD  
24590.-



FAKTUM NEXUS  
43310.-



FAKTUM ABSTRAKT  
74310.-



FAKTUM FAGERLAND  
33930.-



FAKTUM NEXUS  
56900.-



FAKTUM ABSTRAKT SOFIELIND  
79150.-



FAKTUM LIDINGO  
79970.-



FAKTUM RAMESID  
58540.-



FAKTUM ADEL  
99150.-



FAKTUM NEXUS  
39260.-



FAKTUM SOFIELIND RUBIK  
83760.-



Quality Services Kitchens range Kitchen planner

25 25 25 HD 41 f the experts



# Media Support





# Media Channels



## Owned:

Banners on  
ikea.ru

## Earned:

IKEA groups in social  
networks (Facebook  
and Vkontakte)

+ PR support (social  
medias and kitchen-  
related sources)

## Paid:

External channels

Banners on external  
sources:

Kitchen and design sites

High traffic / high  
affinity platforms





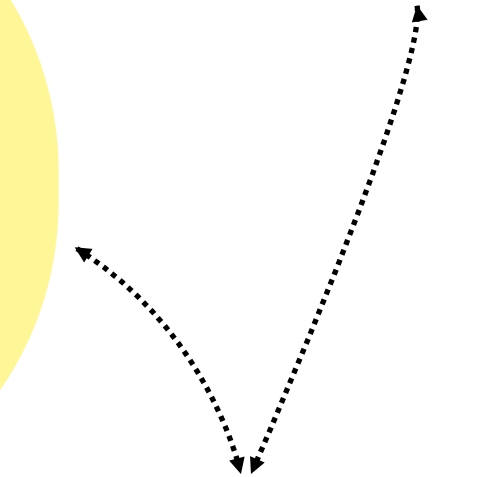
Banner on  
ikea.ru



Banners on external sources:  
1. Kitchen and design sites  
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IKEA groups in social  
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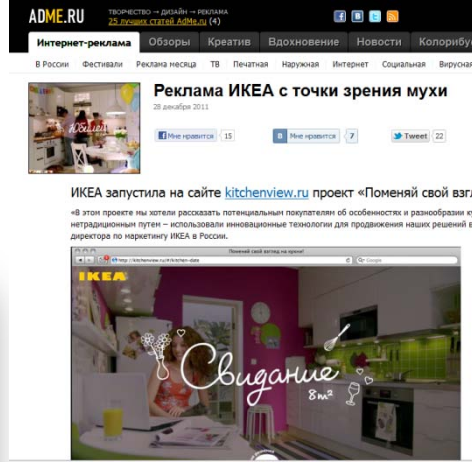
# PR support



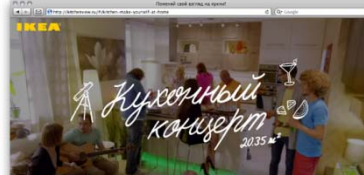
## Social Media



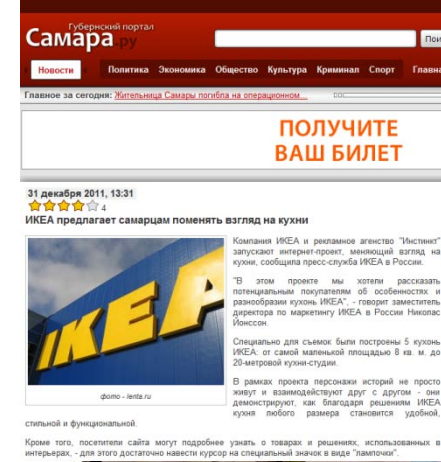
## Federal Media



«Сайт дня» ежедневно определяется на основе голосования жюри FWA, в которое входят ведущие создатели мира, а затем претендует на получение премии «Сайт месяца» и «Сайт года». Посетители TheFMA.com также могут повлиять на судьбу номинантов, приняв участие в голосовании: лучший сайт по выбору пользователей (People's Choice Award).



## Regional Media



стильный и функциональный

Кроме того, посетители сайта могут подробнее узнать о товарах и решениях, использованных в интерьере... для этого достаточно нажать курсор на специальный значок в виде "памятки".



Для справки: Название компании: The IKEA Group Адрес: M-2616 LN Delft, Sweden, Olaf Palmestrand 1 Телефон: +4641267100 Web: <http://www.ikea-group.ikea.com>

Услуга "Тематические новости" - мониторинг СМИ по вашему запросу | Новости за сегодня находятся в открытом доступе. (По другим периодам - за 7 дней)



The slide is decorated with various light blue icons scattered around the central text. These include stars, candles, a martini glass, an eye, a coin, a table, a paw print, a wine glass, a strawberry, a fish, a lightning bolt, a chair, a bone, a whisk, a slice of cake, and a coin with stars.

# PR support results

**50 publications**  
Reach: 3 075 091  
(unique visitors/readers)

# External banner

2 WEEK BANNER SUPPORT

The screenshot displays a website interface with a prominent external banner for IKEA. The banner text reads "Поменяй свой взгляд на кухню!" (Change your view on the kitchen!) and includes the IKEA logo. Below the banner, the website shows search results for kitchen-related items, including a section for "Кухонные столы" (Kitchen tables) and "Интернет-магазин Фабрики Столине" (Online store of the Stolilina factory).

**Кухонные столы - большой выбор. Кухонный стол это лицо вашего дома.**  
Итак, мы выяснили, что **кухонный стол** – это центральная фигура за завтраком, обедом или ужином, и без него не одна **кухня** не будет до конца похожа на **кухню**. Выберите самую раск-табле ru x 7.html Москва [купить](#) [еще](#)

**Купить кухонный стол, раздвижные и стеклянные кухонные столы...**  
Купить **кухонный стол**, **продажа кухонных столов** из Китая, Италии, Москвы. Наверняка **купить кухонный стол**, покупатель должен иметь представление о многообразии данной продукции... mevelka.ru x Кухонные столы Москва [купить](#) [еще](#)

**Кухонные столы, стулья | Обеденные группы.**  
Деревянные **кухонные столы** и стулья дарят комфорт и уют. **Стол кухонный** – это место семейного сбора на обед, за которым... Выбирая **кухонный стол** и стулья, следует учитывать такие факторы, как [ekomebel.com](#) x Обеденные группы Москва [купить](#) [еще](#)

**МЕВЕЛКА: Кухонный стол Артикул: 4572.**  
Производство: Италия. Популярный **кухонный стол** 4572 классической формы станет прекрасным украшением вашей **кухни**. Этот **кухонный стол** очень функционален, прост и удобен. mevelka.ru x Кухонный стол Москва [купить](#) [еще](#)

**Столы, кухонный стол, стеклянные столы, круглый стол, стол...**  
Выбирайте **стальные столы** или **кухонный стол** Вашей мечты. Представляем **столы** известных мировых фабрик: **кухонные**... Красный **кухонный стол** позволит Вам взглянуть на Вашу **кухню** новыми глазами. eivbig.ru x Магазины x **Стекло** Москва [купить](#) [еще](#)

**Интернет-магазин Фабрики Столине**  
**STOLILINE**  
**Столы** от 3960 руб! Большой выбор!  
Гарантия! Доставка от 2-х дней бесплатно!  
ivonline.ru

**Кухонные столы**  
Цены от 9999 руб. Доставка в интернет-магазине бесплатно.  
atiprex.ru

Похожие запросы: [дизайн кухни](#) [кухни классика](#) [современные кухни](#) [мебель дг](#)

**Идеи для кухни от ИКЕА**  
[www.kitchenview.ru](http://www.kitchenview.ru)  
Пять историй, пять семей  
и 5 разных дизайнов вашей **кухни!**

Объявление

# Banner support results

Impressions: 20,223,752  
Clicks: 55,659



# Traffic

	Source/Medium	Visits ↓	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
<input type="checkbox"/>	1. <a href="#">ikea.com / referral</a>	401,588	2.32	00:03:34	77.62%	36.35%
<input type="checkbox"/>	2. <a href="#">(direct) / (none)</a>	97,290	2.46	00:04:16	82.74%	36.91%
<input type="checkbox"/>	3. <a href="#">yandex / organic</a>	28,945	1.68	00:02:11	81.56%	41.60%
<input type="checkbox"/>	4. <a href="#">odnoklassniki.ru / referral</a>	27,449	1.92	00:02:37	86.31%	41.14%
<input type="checkbox"/>	5. <a href="#">rs.mail.ru / referral</a>	23,630	1.94	00:02:32	87.26%	39.56%
<input type="checkbox"/>	6. <a href="#">thefwa.com / referral</a>	14,047	2.78	00:05:37	74.55%	31.44%
<input type="checkbox"/>	7. <a href="#">mail.ru / referral</a>	11,091	2.01	00:02:23	86.77%	42.92%
<input type="checkbox"/>	8. <a href="#">woman.ru / referral</a>	7,694	1.01	00:01:52	87.64%	41.81%
<input type="checkbox"/>	9. <a href="#">google / organic</a>	7,299	1.50	00:02:24	78.27%	57.58%
<input type="checkbox"/>	10. <a href="#">eva.ru / referral</a>	5,767	1.22	00:01:49	87.55%	48.01%





# Results



# Visitors Overview

Dec 18, 2011 - F

100.00% of total visits

## Overview

Metric: Visits

Compare Metric



549,948 people visited this site



692,046 Visits



549,948 Unique Visitors



1,556,386 Pageviews



2.25 Pages/Visit



00:03:32 Avg. Time on Site



37.57% Bounce Rate



79.32% % New Visits



79.54% New Visitor

550,423 Visits

20.46% Returning Visitor

141,623 Visits



## Results for 2 months:

Visits – 700 509

Unique visitors – 560 023

Av. Time on site – 3.40 min

Page views – 1 575 540

25% Returning visitors



# IKEA – In the kitchen

SITE OF THE DAY FEBRUARY 10 2012

1 3 VISIT

← MORE SEARCH



Katy



Quality Services Kitchens range Kitchen planner

Change point of view from one character to the next in these lively interactive scenes. Each perspective shows a new way IKEA kitchens enrich time spent with your loved ones.

→ [http://www.kitchenview.ru/index\\_en.html](http://www.kitchenview.ru/index_en.html)

**THEFWA.COM AWARD: SITE OF THE DAY!**

On February the 10<sup>th</sup>- website [www.kitchenview.ru](http://www.kitchenview.ru) became the site of the day on the main page of FWA.com.

**International award FWA- one of the most significant internet awards, devoted to innovative digital projects.**

Details at [www.thefwa.com](http://www.thefwa.com).



Halftime In America



Nike Chosen Series



Wondermind



Slavery Footprint



• IKEA - In the kitchen

→ View 19 comments

Oleg Dou