

IKEA BRINGS LOVE TO SUITE HOME CHICAGO

IKEA Home Furnishings with Jericho Communications

The Challenge

Chicago launched a citywide program running from June 7 through October 13, 2001 called Suite Home Chicago, a furniture-as-art exhibit celebrating the strength and diversity of Chicago's artistic, architectural and design communities. IKEA signed on as a sponsor of the event, and looked to Jericho Communications to leverage their sponsorship through public relations.

The Jericho Difference

- * Jericho developed the concept of utilizing a part of the Suite Home Chicago exhibit and transforming it into a "Love Suite." The Love Suite, designed by Chicago artist Georgan Damore using IKEA furniture and accessories, would house two Chicago couples that would occupy the space for three days.

- * The couples participated in a tv-a-thon to benefit the local Snow City Arts Foundation, a non-profit foundation that brings art appreciation and education to hospitalized children. For every hour they watched TV, IKEA would donate \$125 to the foundation and for every person that stopped by to visit them IKEA would add \$10 to the overall donation.

- * Jericho developed the media strategy in tiers: First there was a media call to action to find the quintessential Chicago couples. Second, there was a media unveiling of the Love Suite and its inhabitants on June 7. Lastly, Jericho set up a number of on-site interviews that kept the media apprised of the money being raised and how the couples were faring in the Love Suite.

- * The concept offered a unique way to demonstrate a central IKEA theme – the ability to make any space more comfortable by using its furniture.

The Impact

- * The event generated 60 media stories resulting in more than 23 million media impressions.

- * Media coverage included multiple stories in the Chicago Tribune and Sun-Times, multiple media coverage with six local affiliates and on-site coverage throughout the three-day event by WGN radio.

- * National coverage was obtained through an NBC national newsfeed.

- * The event generated consumer traffic – nearly 10,000 visitors that filled out an IKEA Catalog request form – to the Love Suite throughout the three days, helped increase sales in the IKEA Chicago store and elicited comments from consumers who asked IKEA officials when additional IKEA stores would be opening in Chicago.