



BRIEF:

Conceptualising a big idea that inspires sports fans to reclaim their living space from clutter, and make it game-day ready with affordable storage and organisation solutions from IKEA.

INSIGHT:

“The love of the game” is a love bug that puts most sports fans in a euphoric state.

When the sports fans are in this state, the only thing on their minds is whether their team is going to win or not.

The last thing on their minds is clearing clutter in their living space. Which can be unsafe and lowkey embarrassing.

RATIONALE:

We all need a good person in our corner. Therefore in the name of love, IKEA will be that “somebody” that helps the sports fans get it together and save them from potentially negatively trending on social media due to posting game-day pictures with clutter in the background.

BIG IDEA:

IKEA ONLY FANS - A whatsapp group chat with the same vibe as that family intervention group chat, but only better.

The group admin will not be the judgemental aunty that forced everyone to join the group chat to openly discuss everyone's dirty laundry.

But it will definately be the cool uncle that wants to see everyone win, and shares free IKEA plugs on how to easily spice up your living space ahead of the most anticipated sports game.

The mood will give zero gate keeping.

EXECUTION:

- Witty voice notes from the favourite uncle on how to tackle the matter at hand (clutter).
- Screenshots of IKEA promotions and links to the website.
- Living space vision boards that look better than the ones on Pinterest.
- Very random Gwijo's (pre-match chants to lift the spirit) from the good uncle.
- Occasional uncle's cleaning playlist on a very good day.
- Social media posts to spread the word about the campaign.

Mechanic:

1. Send “IKEA” to the 06100000000 Whatsapp number
2. Receive a link to join the “Only Fans” group chat
3. Spread the word on your socials and #IKEAOnlyFansGroupChat

Additional note:

The campaign will only run for 4 weeks (before, during and after the SuperBowl).

SOCIAL POSTS:

Awareness Post: (FB/TW/IG/IN)

Family meeting alert!

In preparation for the #SuperBowl, our good uncle has created a Whatsapp group chat to help us clear the secret clutter that resides rent free in our living rooms.

Send “IKEA” to the 06100000000 Whatsapp number to be added on the #IKEAOnlyFansGroupChat 😊.

Facebook post copy

Pss! Word from the good uncle is that our STJARNSTATUS fridge will make you cooler than the fresh drinks you will be serving during the #SuperBowl halftime. #IKEAOnlyFansGroupChat

Shop here: [bitlyxyz](https://bit.ly/xyz)



Tiktok post copy

Don't drop the ball before the game!
Transform your living space in
seconds with our ANGESBY storage
table.

Find out about more hidden gems
on the #IKEAOnlyFansGroupChat
#SuperBowl



Twitter post copy

Ball on a budget with our affordable LOMMARP glass door cabinet that boasts a premium look.

wink wink no one's gonna know!
#SuperBowl #IKEAOnlyFansGroupChat



LinkedIn post copy

Steal the show with our TV bench that will tuck away your clutter, carry your TV and pose as a statement piece in your living space. Your guests will definitely talk about your interior design game during the #SuperBowl halftime! #IKEAOnlyFansGroupChat



Instagram Story post copy

What's your vibe?

Casual or Cosy

