

Cross-media showcase of the IKEA MARKERAD collection

IKEA developed the limited-edition furniture collection MARKERAD together with the world-famous creator Virgil Abloh. "I want to give anonymous objects their own artful sophistication with this collection" Virgil Abloh said. To advertise it, among other things the Swedish furniture store used a MegaPoster in Gerbergasse in Zurich, cleverly combined with a social media competition. The winners received the bag which was pictured on the MegaPoster.

In accordance with IKEA and APG|SGA's sustainability strategy the MegaPoster tarpaulin was reprocessed and made into bags by "HandsOn (an employment integration project of the salvation army)" , which were sent as consolation prizes to the numerous participants.

Details

Video: <https://www.youtube.com/watch?v=8gwn57dqH6E>

Year: 2019

Product: MARKERAD collection

Industry: Construction, Industry, Institutions

Customer: IKEA

Origin: APG|SGA

Categories: Use of Media
New Media
Special Effects
Interactivity

Implementations: OoH CrossSolution

Suppliers: Richnerstutz
Heilsarmee

Areas: Zurich

Standard Formats: MegaPoster

