



India's largest digital screen network

Taking **digital ads** beyond personal devices

A digital advertisement displayed on a framed screen. The top half shows a man in a blue shirt holding a blue sign that says "IKEA SALE" with a house icon and "Up to 40% off". The background is an IKEA store interior with plants. The bottom half has a yellow background with the text "Shop in-store or online." and "Ghar aajao. Come home to IKEA." Below this, on a white background, are the following details: "Visit the IKEA store.", "IKEA.in | IKEA app", "1800 419 4532 (toll free)", the IKEA logo, and "Home furnishings".

Shop in-store
or online.

Ghar aajao.
Come home to IKEA.

Visit the IKEA store.
IKEA.in | IKEA app
1800 419 4532 (toll free)

IKEA
Home furnishings

LIFT 02





IKEA executed a multi-city AdOnMo Digital Screens campaign to promote their year-end sale



Objective

Create awareness about IKEA's year-end sale



Scale

3000~
Screens

14 days
Duration

30M +
Impressions



Cities

Mumbai

Hyderabad

Bangalore



Targeting



Households:
314,000+



Audience:
NCCS A1 & A2





To measure the impact of the IKEA campaign, AdOnMo conducted an effectiveness study through WhatsApp polls

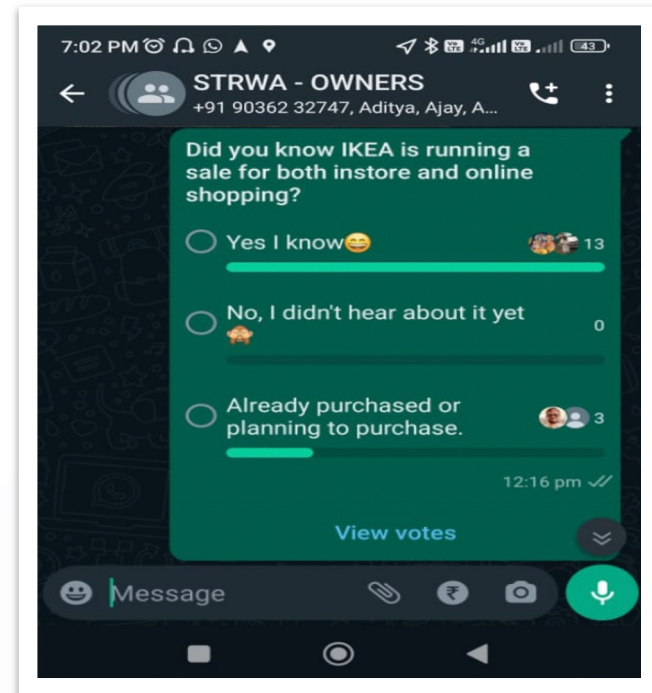
Objective

To measure the **impact of IKEA campaign** and **quantify the lift** in awareness of IKEA's year-end sale

Approach

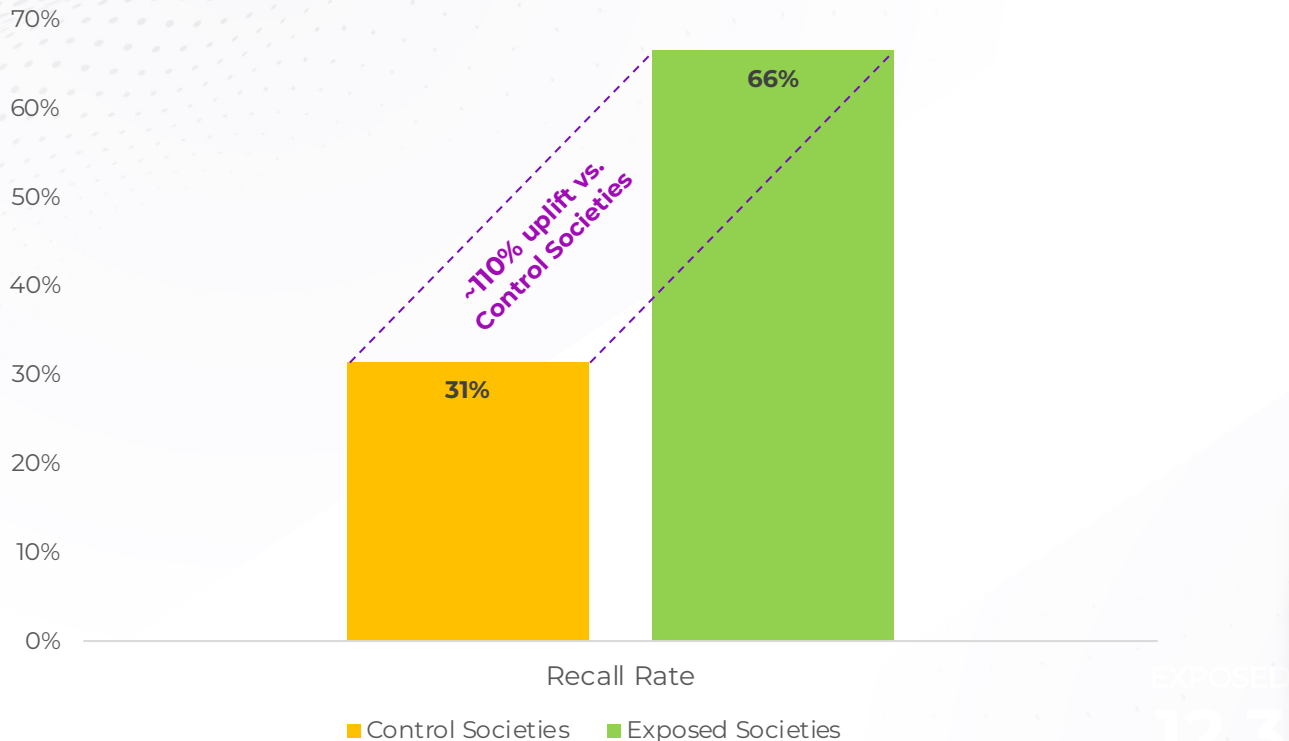
We conducted a **WhatsApp Poll** in two sets of societies; Exposed & Control respectively. Exposed being the societies where the IKEA campaign was active on AdOnMo Residential digital screens 7 days prior to the poll and control being the one where it was not active.

Question & Response Choices





The campaign generated **~110%** lift in the recall rate among the exposed societies



Shop in-store or online.
Manege banni. Come home to IKEA.

RESULTS

Recall Rate Lift

~110%

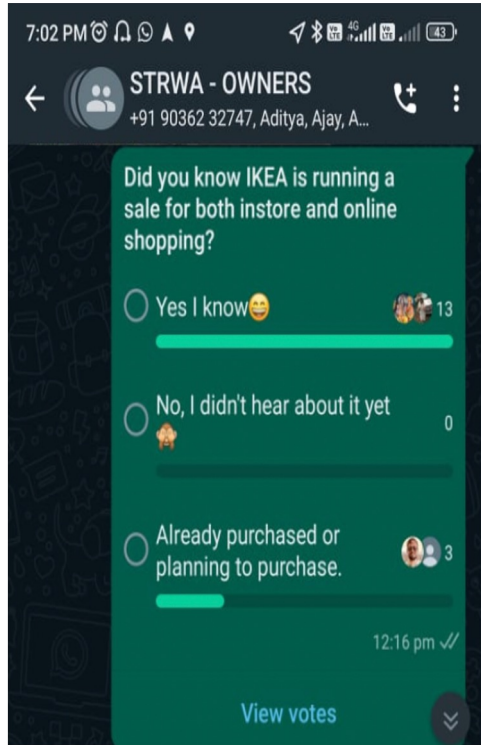
* The Recall rate is determined based on the % of respondents who knew about the sale or had already purchased from IKEA

Appendix

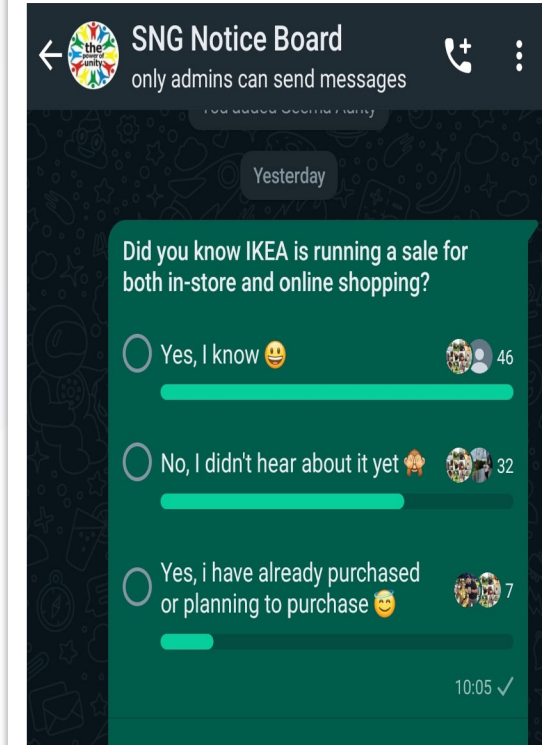
Poll Raw Data: Society-wise data & Results Summary

Category	City	Society Name	Know About Sale	Already Purchased or Planning to Purchase	Don't know about sale
Exposed	BLR	Sai Nandana Gardenia	46	7	32
Exposed	BLR	Sapthagiri Towers	23	3	0
Exposed	BLR	Shriram Srishti	23	1	20
Controlled	BLR	Alpine Eco	19	7	98
Controlled	BLR	Nandi Citadel	33	7	60
Controlled	BLR	Golden Corner	8	1	4

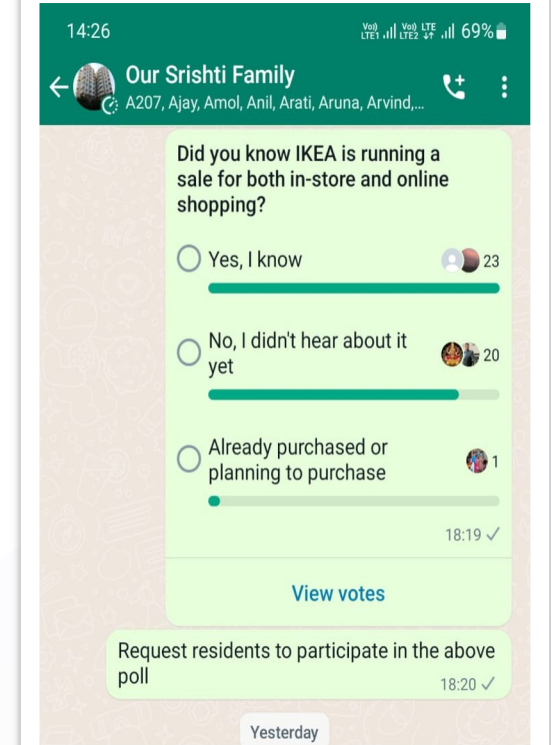
Poll Results Summary				
Audience Group	Know About Sale (a)	Already Purchased or Planning to Purchase (c)	Don't know about sale (b)	Recall Rate (a+c)/(a+b+c)
Exposed	92	11	52	66.45 %
Control	60	15	162	31.65 %
			Uplift →	109.99%



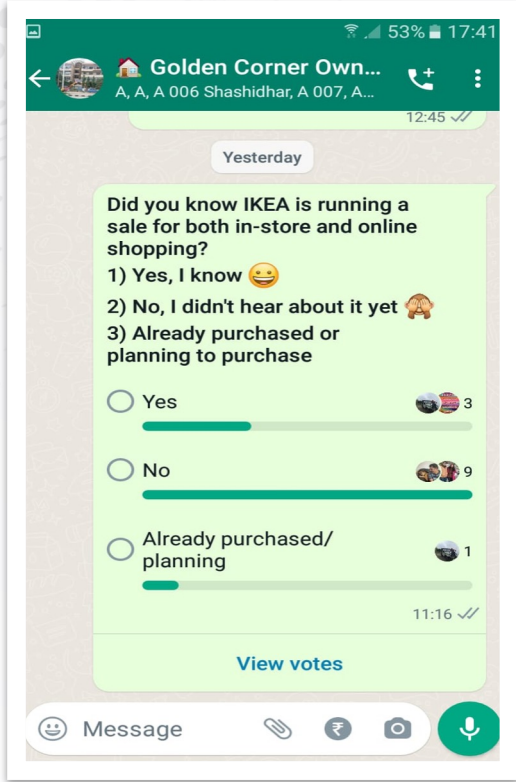
Sapthagiri Towers



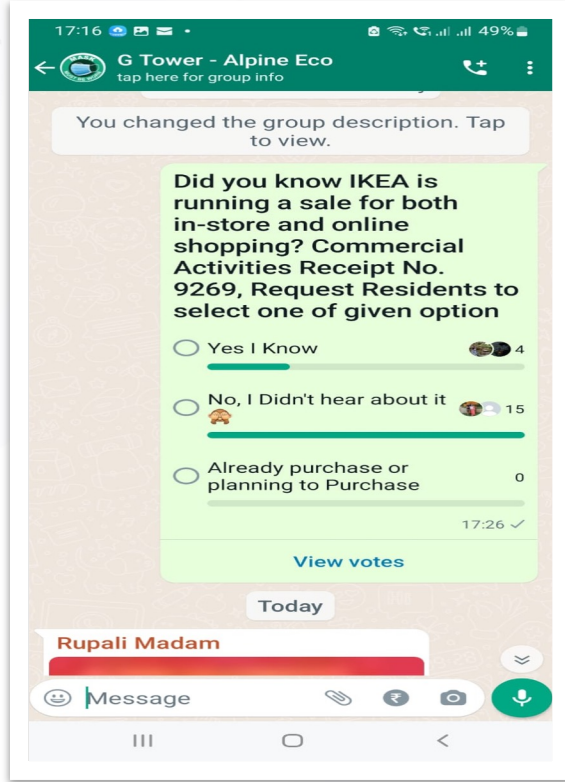
Sri Nandana Gardenia



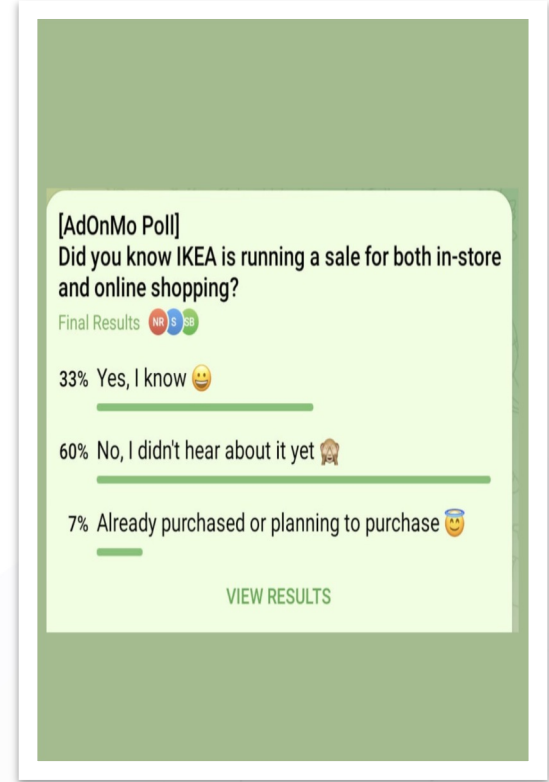
Shriram Srishti



Golden Corner



Alpine Eco



Nandi Citadel