CATALOGUE CASE STUDY IKEA’S CATALOGUE

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Where the everyday begins

THE PRICES IN THIS CATALOG CAN ONLY GET LOWER UNTIL JUNE 2015, NEVER HIGHER.
Goals of the presentation:

This case study intended to figure out what should a good catalogue be.

By referring to IKEA’s catalogue, the changes in promoting trend, marketing method through catalogue, social and cultural impact can be observed.
INDEX

1. Definition and Research problem (Raymond)

2. Introduction of catalog and IKEA (Raymond)


4. Catalogue importance to IKEA (IKEA marketing method) (Esther, Joyce)

5. Branding -social influence (IKEA style), cultural impact (Lina, Constance)
Oxford dictionary:

A publication containing details of items for sale, especially one produced by a mail-order company.

A list of works of art in an exhibition or collection, with detailed comments and explanations.

(When treat it in an artistic aspect)

To consumer:

Distinctive superiority comparing with others.

Image of the brand.
“Furniture Company will make the most of larger-sized catalogs to contribute design concepts, as well as materials, color swatches, or finishes to assist customers option for a design they like.”
How the change of IKEA’s catalog lead to the success of the company such as attracting customer (With various styles and functions)

Approaches: Changes from past until today
Various artist elements

How effective by the use of catalogue in promotion?
What impact does it cause to the society?
REASONS FOR CHOOSING IKEA’S CATALOGUE

Well-known brand with long history (60 years)

Successful in promoting products

The most widely distributed commercial publication in the world

Provides home furnishing hints and inspirational ideas for all styles of interior decoration
The largest furniture retailer in the world
Providing a range of home furnishing products that are affordable to the many people, not just the few Spreading ways

Through its worldwide stores
IKEA catalog
Web and apps
MORE ABOUT IKEA’S CATALOGUE

AIMS:
Build the IKEA brand -
Stimulate people’s interest in life at home -
Inspire readers -
Reach the customers -
(38 different editions, in 17 languages for 28 countries)

Since 1951
By shop, post and smartphone (2013)
175 million copies worldwide annually
Consuming 70% of the company's annual marketing budget (2010)
Here are some revealing stats and facts about catalogs that might spur a marketing campaign or catalog mailing for your business:

- Women open up and look at a higher percentage of catalogs than men.
- Men buy from catalogs more frequently than women (44% more than six times a year, compared with only 36% of female catalog shoppers).
CHANGES IN IKEA’S CATALOGUES
1970s

Landscape to square to portrait, men figure
1980s
Design custom developed, big ‘IKEA’ logo on the top
Scenario photograph as background
Frequent change of font and style
A shift in the use of colours
Steady design shaped
With titles, sentences, prices
Identity: Modernism

The idea of ordinary home

Unity / Harmony

Accessible
① Divide by Parts of a home
- Living room
- Bedroom
- Kitchen
- Bathroom

② Divide by Products
- Sofa
- Chair
- Desk
- Bed
**1951**

- **Products**
  - Independent displays
  - Later have scenario display

**1953**

- **Decorations**
  - Illustrations
  - Typographic decoration (fonts)

**1954**

- **Function**
  - Informative
    - Black & white
    - Informative (product details & instruction of installation)

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**Contents**

- Images (photos & illustrations)
- Blocks of text
- No regular layout
LATE 1950s - 1960s

CONTENTS
- text and photos
- strictly separated
- simple layout

PRODUCTS
- mainly scenario displays
- occupy most of the space

DECORATIONS
- no illustrations
- no typographic decoration

STYLE
- neat & simple

FUNCTION
- Informative
- show arranging an area with IKEA’s products
- real life experience
1970s-1980s

REMAINED SIMILAR

CUSTOM LAYOUT
one block of texts placed in a corner

* EFFECTS

BRIEF INFORMATION
AN INTERIOR DESIGN WITH IKEA’S PRODUCTS
CONTENTS
blocks of texts mingle with the photo

PRICES

PRODUCTS
scenario displays

*  

STYLE
neat & simple

*  

EFFECTS
GIVE BRIEF INFORMATION
VISUALIZED, EASY TO READ
AN INTERIOR DESIGN CAN BE OWNED
AFFORDABLE

FROM 1990s
EARLY 1950s
DISPLAYS OF INDEPENDENT PRODUCTS
INFORMATIVE
MORE DECORATIVE

LATE 1950s - 1980s
DISPLAYS OF INTERIOR DESIGN
WITH IKEA’S PRODUCTS
NO DECORATION, MINIMALISM

FROM 1990S
TEXTS MINGLES WITH PHOTOS
BRIEF INFORMATION
PRICES

* FUNCTIONAL AS A CATALOG
BRIEF INFORMATION
VISUALIZED

* COMMERCIAL SUCCESS
AN AFFORDABLE INTERIOR DESIGN
LIFE STYLE
COMPUTER-GENERATED IMAGERY

2005
Began experimenting with computer-generated imagery

Now
75% of product images are fully computer-generated
OLD

MAIN COLOURS

Background
Sharp Colours

Words
Black, Dark Grey
COLOUR

NEW MAIN COLOURS

Background
White, Light Grey

Words
Dark Grey

Yellow, Blue (Signature Colours)
COLOUR

DIVIDED BY COLOURS / COLOUR-THEMED

Scenarios
Products
TYPOGRAPHY

2009 - 2010
Futura to Verdana

Bold Titles

Large & Bold Prices
More Ways to Maximise Space.

Minimalism

Simple, Neat

Modern Home
EFFECTIVENESS

Match with IKEA’s concept/ vision

Emphasizes prices:
Affordable price, Main attraction

Simple, neat design:
Match with the product design

Well-design:
Products & Image → Catalogue

Impact of the catalogue

Scenarios:
Encourage customers to buy everything for their home from IKEA

People, models in scenarios:
Show realistic examples of IKEA styled home
IKEA’S MARKETING METHOD

Advertising and promotion is dominated by the catalogue
With **70% of the annual marketing budget**
Commit the aims of IKEA catalogue:
Spread around the world and create relationships with IKEA customers

**FINAL GOALS : INCREASING NUMBER OF CUSTOMERS & PROFIT**
Effectiveness of a catalogue in terms of marketing

1. Distribution of Catalogue
   - e.g. Shopping mall

2. Eye shopping
   - Convenience shopping experience
   - Would like to get one even not buying

Profit of IKEA from 2008 - 2012

- 2008: 21.5
- 2009: 21.8
- 2010: 23.5
- 2011: 25.8
- 2012: 27.6

10 millions
DIGITAL CATALOGUE PACKAGE

Multiple Channels:
1. PAPER-PACKED
2. ONLINE CATALOGUE
3. MOBILE APPLICATION
Effectiveness of a catalogue in terms of marketing

1. Design for audience

2. Feature of most profitable products
   - An interesting cover
   - Appealing products
3. Cross sell between products

Companion products suggestion

- easily to learn about other products clients may need
- interest into sales

Chadwick, S. (2013)
2. ONLINE CATALOGUE

Live product data can be shown -

Additional content can be added -

Access to the catalogue when consumers do not have a printed copy at hand -

Use as an online marketing tool to drive traffic to IKEA -

Provide the catalogue to consumers who prefer to read in digital format -

http://onlinecatalogueasia.ikea.com/HK/zh-hant/IKEA_Catalogue/
Scan the print catalogue → scanning icons to scan the whole page
As this app is launched in 2014, the effectiveness of the app is not yet shown apparently. A research shows that "16,390 users rated the IKEA app with an average of 3.7 stars." Rese, A., Schreiber, S., & Baier, D. (2014). The new application has room for development in the distribution and user friendly aspect.
REPETITION = BRAND IDENTITY RECOGNITION = LOYALTY + SALES

“Keep a consistent style to reinforce your banding”

Chadwick, S. (2013) 6 great tips for effective catalogue marketing
BRANDING

HOW IKEA BUILD THE BRAND IMAGE VIA CATALOGUE

Figures prove the influence and popularity

“It started with mail-order more than 60 years ago…”

“Within a month, **212,000,000** catalogues are ready to be distributed…”

“…distributed to **200,000,000** households and read by more than **500,000,000** potential customers”

“…today, the catalog is printed in **27** languages and distributed in **34** countries…”

‘...IKEA provides Web users with the ability to enter an item number to see if a desired product is in stock at their nearest location – a great way to save customers from making wasted trips. This feature integrates nicely with IKEA’s direct mail catalog program; a customer can simply plug in the item number from the catalog and then head off to the store.’

ENVIRONMENTALLY FRIENDLY

NOT ONLY THE FURNITURE

Usage of paper (Based on the customer research)

- Total chlorine-free (TCF)
- At least 10-15% post-consumer waste
- No rainforest or old-growth fibres

In the prepress process...

X Film
X Associated chemicals
X Optical brighteners

The IKEA catalogue has been the ‘textbook’ for some Interior designer or home-design enthusiasts.

Scandinavian Lavinia: European style
Young Generation: Practical, versatile
Country Style: Multi-use solid wood (Colour tone)
Fashion style: Bright colors, sharp contrast
Embrace modern design styles
Soften the edges
Mix styles for an eclectic look
Create another focal point
Create furniture groupings

A website about modifications on and repurposing of Ikea’s products

Not only ‘book’: 3-D Paper Model

Not only ‘touchable’: The 2013 edition of the IKEA catalogue application was downloaded almost 10 million times

Not only image: Indoor gardens in London, climbing walls in France
CONCLUSION
IKEA treat the catalogue as a mediator between consumer and itself

Follow technology development (apps.)
Changing consumers’ buying habit
Attempt to lead the shopping trend
Provide an occasion for artist (IKEA hackers)
Q. Compare the old and current design
Which is more visually appealing? Which is more functional?
REFERENCES


NOTE
Reference


Useful reference! (Maybe)

- [https://www.youtube.com/watch?v=MOXQo7nURs0&t=91](https://www.youtube.com/watch?v=MOXQo7nURs0&t=91) 這個好無聊但好正，唔知有無用...
- [https://www.youtube.com/watch?v=UUbbfCHbOq0&list=UUcQ5WlinXufbKizlJHIl4LQ](https://www.youtube.com/watch?v=UUbbfCHbOq0&list=UUcQ5WlinXufbKizlJHIl4LQ) (HK)
- [https://www.youtube.com/watch?v=E0YHRVT1KMM](https://www.youtube.com/watch?v=E0YHRVT1KMM) (social)
- [file:///C:/Users/s1105921/Downloads/09e41511d21b1ca3e8000000.pdf](file:///C:/Users/s1105921/Downloads/09e41511d21b1ca3e8000000.pdf)
2014.11.17 - First meeting
1. Research topic (catalog, a case study of IKEA) (VA)

2. Research problem
   (How the change of IKEA’s catalog lead to the success of the company; attract customer, style, function;)
   (Raymond)

A. Introduction of catalog and IKEA
   (1) Introduction of catalog, furniture catalogue (Raymond)
   (2) Introduction of IKEA (*commercial success and branding; IKEA catalogue)
   (Cancelled because of it repeated the “case study of IKEA”)

   (I guess the ‘research topic’ is just simply the cover page of our ppt, the detail explanation of our research should
   be covered in 2A and 2B, just a swift in the order of contents---Chloe)

B. Catalog changes-(insight*, effectiveness*, purpose* in different generation) (from 1951 - 2015) (VA)
   1. layer out (* from individual products to scenario promotion)
   2. cover
   3. colour
   4. typography: tailor made
   5. category classification
   6. style-(minimalism)

C. Catalog importance to IKEA (research on IKEA marketing method) ($$, Joy)
   1. Other promotion means: online catalog, apps (Attract customers)
   2. Target Audience (Middle class)

F. Branding -social influence (ikea style), cultural impact (Lina, Con)

G. Conclusion
H. Q & A (1Q for discussion)
Pamphlets and catalogs are a type of print media as an application of design which have widely applied on promoting products and events.

For example: IKEA catalogs, MUJI catalogs, H&M catalogs

Music concert/ shows pamphlets

What are the differences between those with books or magazines?

Layouts
- How do they put words
- How do they put images

Others (still thinking)
- usage
- free of charge (as far as i know)

From wikipedia:
“A central set of product data can be used to feed consistent, accurate and up-to-date information to multiple output media such as web sites, print catalogs, ERP systems, and electronic data feeds to trading partners. “

(I think print catalogs means both pamphlets and catalogs by their usages in this case)

So, Print catalogs are used as a print media product that consists of consistent, accurate and up-to-date information for the trading partners( means the target audiences)
Compare online and paper-packed catalogue!!