Test Project

Client Brief

Visual Merchandising

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Brief Overview

IKEA instore brand campaign

An international large home wares company that originated in Sweden is launching a cooking podcast on 1 October 2026 called 'Cooking with IKEA.' Due to the rise of chronic illness caused by eating ultra processed foods the upcoming IKEA podcast will be available internationally and will contain simple nutritious step by step instructions on how to cook healthy nutritious meals. The podcast will be delivered by professional chefs from a range of countries in which there is an IKEA who will focus on a traditional dish from their country.

The rationale behind the podcast is for IKEA to promote their range of affordable cooking products. During the podcast the chefs will be using Ikea cooking products, such as pots, pans, kitchen utensils, supplemented by a selection of serving products, and food storage items a selection of which you have been supplied. To introduce the upcoming podcast and to encourage IKEA customers to purchase the products, an area in each stores kitchen section will contain a pop-up-display area promoting the podcast and the cookware. The pop-up-display area is instore and contains a wall with shelves and tables of varying heights. The tables can be configured in many different ways. However, the display must face toward the front of the display unit as this will be the direction the customer will approach the display within an IKEA store.

The display of products and the concept must have a cohesive flow from the wall to the tables. All the products you have been supplied with must be used, however, some of them may be used as props – no more than 30%.

Target Market

This brief is aimed a wide demographic – the IKEA a customer already shopping in its store who perhaps did not come to purchase cookware but is inspired by its message for healthy eating and encouraged to cook while watching the podcast.

Objectives

Your objectives are twofold, both are of equal importance:

Objective One

- Devise a concept that will alert IKEA customers to the launch of the cookery podcast 'Cooking with IKEA'
- Make it clear to the customers how to access the Podcast
- Make it clear the customers understand the podcasts will feature international dishes

Objective Two

- Make it clear to the customers that the products in the display are to use while cooking dishes from the podcast
- Create a display of products that will promote IKEA's 365+ cookery range

Summary

In a brief glance the customer can understand there is a podcast coming, and that there is a range of reasonable priced cooking products than can be used to recreate the recipes

The design concept must steer the customers' eyes from the wall display to the table display, however the most important aspect of your display is the merchandize and this must be the focus.

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