

Module B3 Part 1

IKEA

1. How could the subject be depicted without words?
 - a. A child falls asleep in one of the IKEA show room, thus depicting IKEA's ability to translate into your home and create a comfortable and inviting space.
2. What before-and-after comparison could underline the product benefit?
 - a. The transformation of a room from dirty and over-cluttered to clean, organized, and sophisticated. A recently heartbroken man with pizza boxes and dirty plates littered over his living room becomes cut, clean, and masculine with a bachelor pad to match.
3. How can the benefit be reinforced by accumulation of problem situations?
 - a. Create multiple scenes of heartbroken men in need of an immediate lifestyle change. Next, show their transition from lonely broken souls to strong, confident young men because of the transition in their living space.
4. What can be reduced or removed to emphasize the benefit?
 - a. Everything's a little simpler when you have a few furnishings isn't it? A room minus all it's furnishings plus all the supplies needed in a room. Books set up as if they were placed on bookshelves, so if you pull out a book from the second row all the books above plummet down. Coffee cups resting on the floor, a people lounging awkwardly on the floor.
5. How can an optical illusion attract attention by making the target group play a game?
 - a. An IKEA print ad in which readers must locate objects hidden within a showroom.
6. Can you break a taboo, or provoke the target group by other means, to draw attention to the product message?
 - a. IKEA, have all the fun you can have. Envision a gay couple, a bed banging against the wall, intimate sounds, and a final snapshot of the

rooms after effects. Beautiful and damage proof even with sheets on the floor, lamps overturned, and books strewn everywhere.

7. Where does the new product take the user?
 - a. An organized space is an organized mind. The infinite possibilities of success organization can create for a person, through IKEA products.
8. What could you do to the medium (press, poster, direct mail, banner etc.) to turn it into a toy?
 - a. Rip out the insert and fold along the lines to create a paper bookcase, a table, a bed, or other furniture pieces.
9. What sayings or proverbs does the product or its subject make you think of?
 - a. Home is where the "hearth" is. A room designed around a beautiful fireplace with a husband wife duo reading next to it. Maybe even a dog cuddling around their feet.
10. How will the product change the user's future?
 - a. Show multiple frames with different furniture for each segment of a man or woman's. From student, to a new working professional, next a successful bachelor/bachelorette, then a newlywed, and finally a family.