

Hej!







Today, the IKEA Brand is present in 63 markets around the globe

Store visits 860 million

Website visits 3.8 billion

Co-workers 219,000

FY23 sales 47.6 billion Euro

In the US:

- 17,000 co-workers
- 55 retail locations
- 13 distribution centers
- 2 wind farms
- 2 solar parks
- 172k acres of forest



**The IKEA brand...
from product
development to the
consumer.**

**We only sell home
furnishing products
designed by IKEA of
Sweden.**



Our vision

To create a better everyday life
for the many people

Our business direction:

**To offer a wide range of
well-designed,
functional,
home furnishing products
at prices so low
that as many people as possible
will be able to afford them**



A candid photograph of a family in a hallway. A man in a blue jacket is leaning over, interacting with a child sitting on the floor. A woman in blue jeans stands in the foreground, her back to the camera. Another child is partially visible on the left. The hallway is cluttered with coats, shoes, and bags, suggesting a busy, lived-in space. The lighting is bright, coming from a window at the end of the hallway.

**We are fascinated by
life at home.**

Everyone has
the right to feel
safe at home.





How consumers feel about safety.



Interest in the topic of home safety
is driven by living situation

Safety isn't top of mind when people buy furniture.





**But people are
curious.**

Secure It!

A case study

**In the US, every 17 minutes there is
a furniture tip-over incident.**

Since 2000 there have been 581 tip-over fatalities

472 of the fatalities were children



The communication objective:
To raise awareness of the risk of tip-over accidents and how to prevent them.

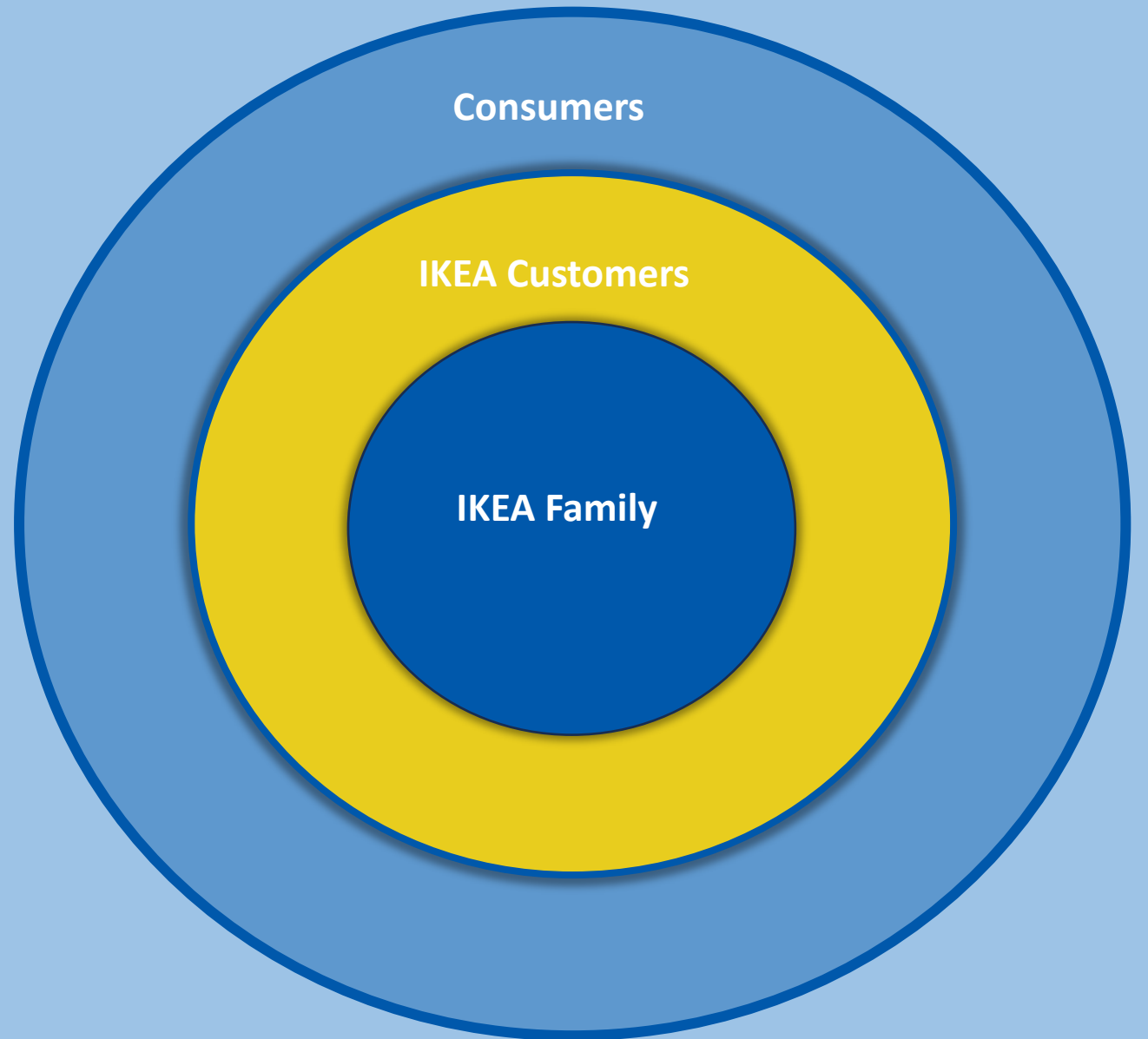
**We need to
reach them
where they
are**



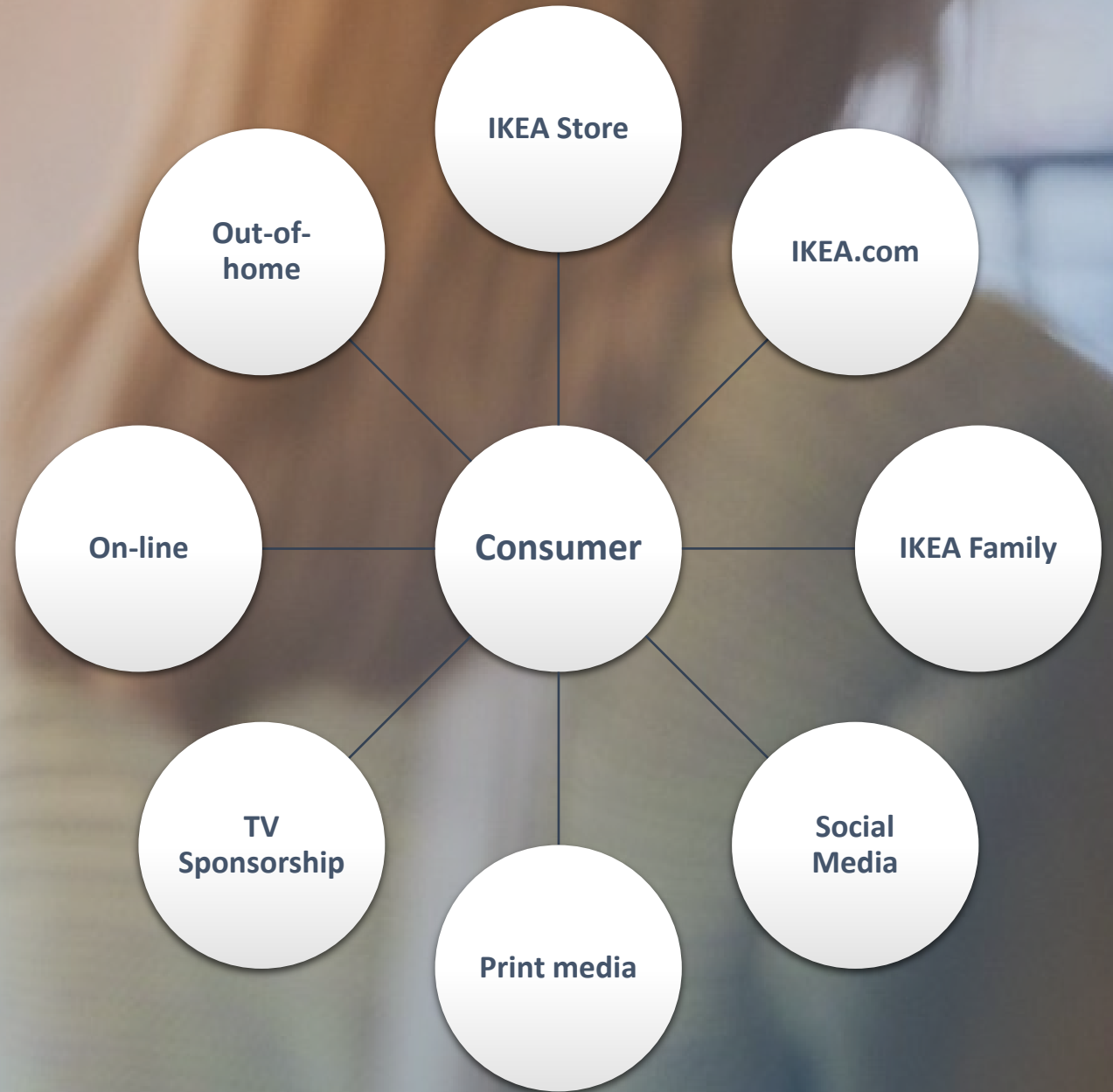
The long-term approach

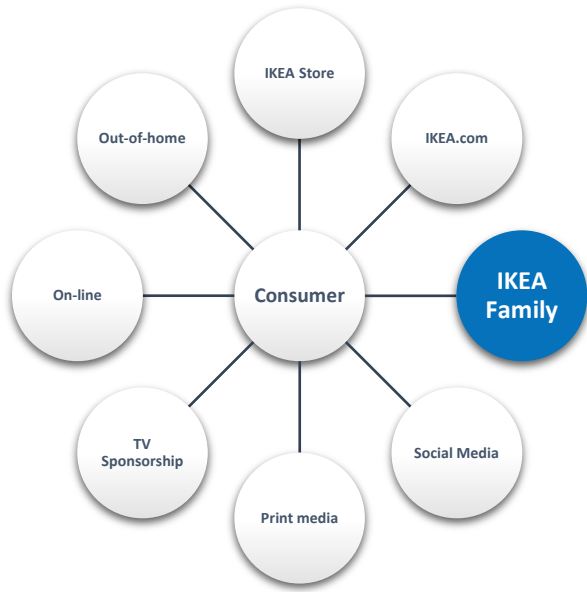


**...for the
many
people**



The multichannel approach





IKEA Family





View in Browser  Your store: IKEA Brooklyn

Keep your home safe by securing your furniture to prevent tip-over injuries



What's more important than having a home that fits your needs? Having one that's safe for everyone in it. Here's a few tips on keeping your spaces safe:

- Always attach your furniture to the wall with tip-over restraints.
- Never place a TV or other heavy objects on furniture not intended for that use.
- Never allow children to stand, climb, or hang on drawers.
- Never open more than one drawer at a time.
- Place heaviest items in the lowest drawers.

For more home safety ideas, visit [IKEA-USA.com/SaferHomes](https://www.ikea.com/usa/saferhomes)



IKEA Brooklyn
1000 IKEA Way
Brooklyn, NY 12123

Mon-Sat: 10am-10pm
Sun: 10am-8pm

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IKEA Family email



4-drawer chest

MALM

31 1/2x39 3/8 "
white

- ▶ Of course your home should be a safe place for the entire family. That's why hardware is included so that you can attach the chest of drawers to the wall.
- ▶ Smooth running drawers with pull-out stop.
- ▶ If you want to organize inside you can complement with SKUBB box, set of 6.
- ▶ Also available in: black-brown, gray stained, white stained oak veneer

Secure it!

Avoid tip-over injury. This furniture must be secured to the wall with the included restraints.

Design: IKEA of Sweden

\$109



Design and Quality
IKEA of Sweden

Over
for more
information ▶



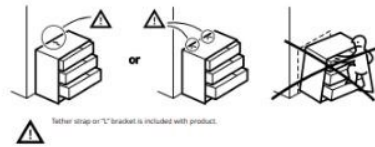
Secure it!

Keep your child safe

Prevent tip-over injury or death. Furniture with included restraints must be secured to the wall according to the product's assembly instructions.

Every two weeks a child in the US dies from industry-wide furniture, appliances, or TVs tipping over, according to the US Consumer Product Safety Commission.

- Furniture must be permanently attached to the wall according to the product's assembly instructions.
- Never put a TV or other heavy objects on top of a chest of drawers or any furniture not intended for use with a TV.
- Place heavy objects in the lowest drawers.
- Never let children climb or hang on drawers, doors or shelves.



Restraint strap or "L" bracket is included with product.



WALL AND SCREW GUIDE

IF YOUR WALL MATERIAL IS NOT LISTED OR IF YOU HAVE QUESTIONS, CONSULT WITH A LOCAL HARDWARE RETAILER.

WALL MATERIAL

Drywall or plaster with available wood stud



FIGURE 1

ANCHORING DEVICE

Screw inserted directly into stud. For example, a 5mm wood screw provided with IKEA FIXA plug and screw set. (Figure 1)

WALL MATERIAL

Drywall without available wood stud



FIGURE 2

ANCHORING DEVICE

Plug with screw. For example, an 8mm plug provided with IKEA FIXA plug and screw set. (Figure 2)

WALL MATERIAL

Masonry

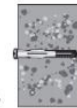


FIGURE 3A



FIGURE 3B

ANCHORING DEVICE

Solid Wall: Plug with screw. For example, an 8mm plug provided with IKEA FIXA plug and screw set. (Figure 3A)

Hollow Wall: Toggle-style. (Figure 3B)



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Help prevent tip-overs with these four safety tips



Furniture with included restraints must be secured to the wall according to product assembly instructions.



Always place heavy objects in the lowest drawers.



Never put a TV or other heavy objects on top of any furniture not intended for use with a TV.



Never let children climb or hang on drawers, doors or shelves.

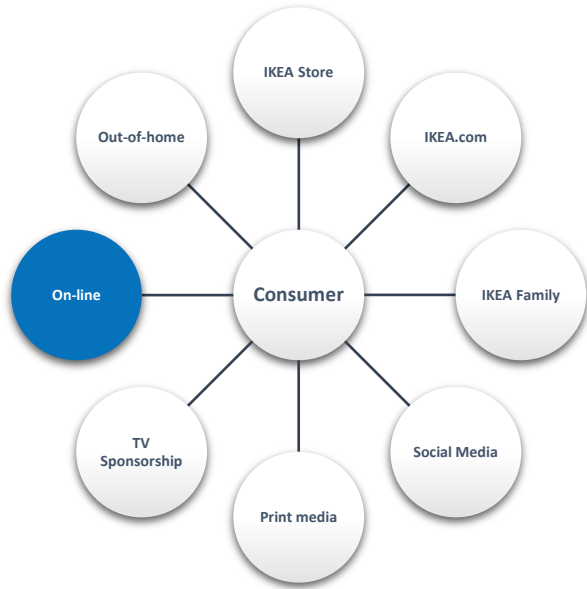
Secure It!

Creating safer homes together



IKEA.COM
Tips for a Safer Home
 Secure it! Creativity for families together.





Secure It: Search engine optimization

Google

ikea furniture safety

Shopping Images Videos Perspectives News Maps Books Flights

Filter by

- Get it fast
- Nearby
- On sale
- Small business

Type

- Lock
- Latch

About 37,500,000 results (0.42 seconds)

IKEA
<https://www.ikea.com/campaigns>

Secure it!

Secure it! Furniture must be securely attached to the wall. Use the tip-over restraint provided with the product and the right hardware for your wall type.

Microsoft Bing

ikea furniture safety

SEARCH COPILOT WORK SHOPPING IMAGES VIDEOS MAPS NEWS MORE

About 799,000 results

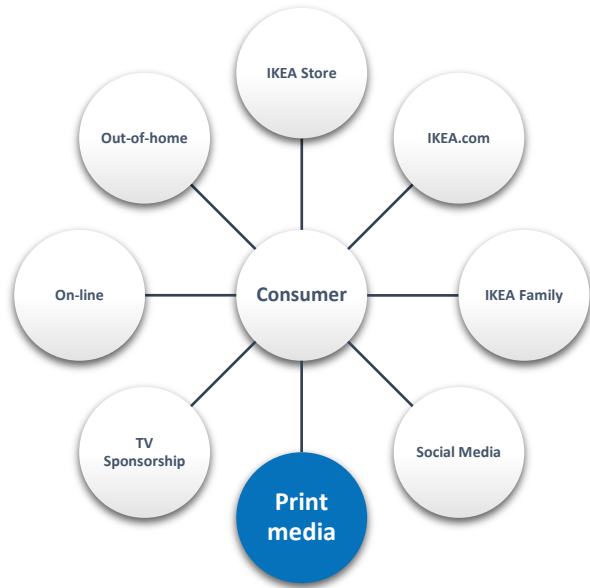
Recent chat topics

- ikea furniture safety

IKEA
<https://www.ikea.com/us/en/life-at-home/safer-life-at-home-puba448f210>

Product Safety - IKEA

Web **IKEA products must be safe, from both a health and environmental perspective.** We strive to follow the strictest safety and quality laws and standards on the markets where we operate, and at times we even go beyond these and set our own, stricter requirements.



Secure It: Print ad in People Magazine, and Parent Magazine

Keep your home safe by securing your furniture

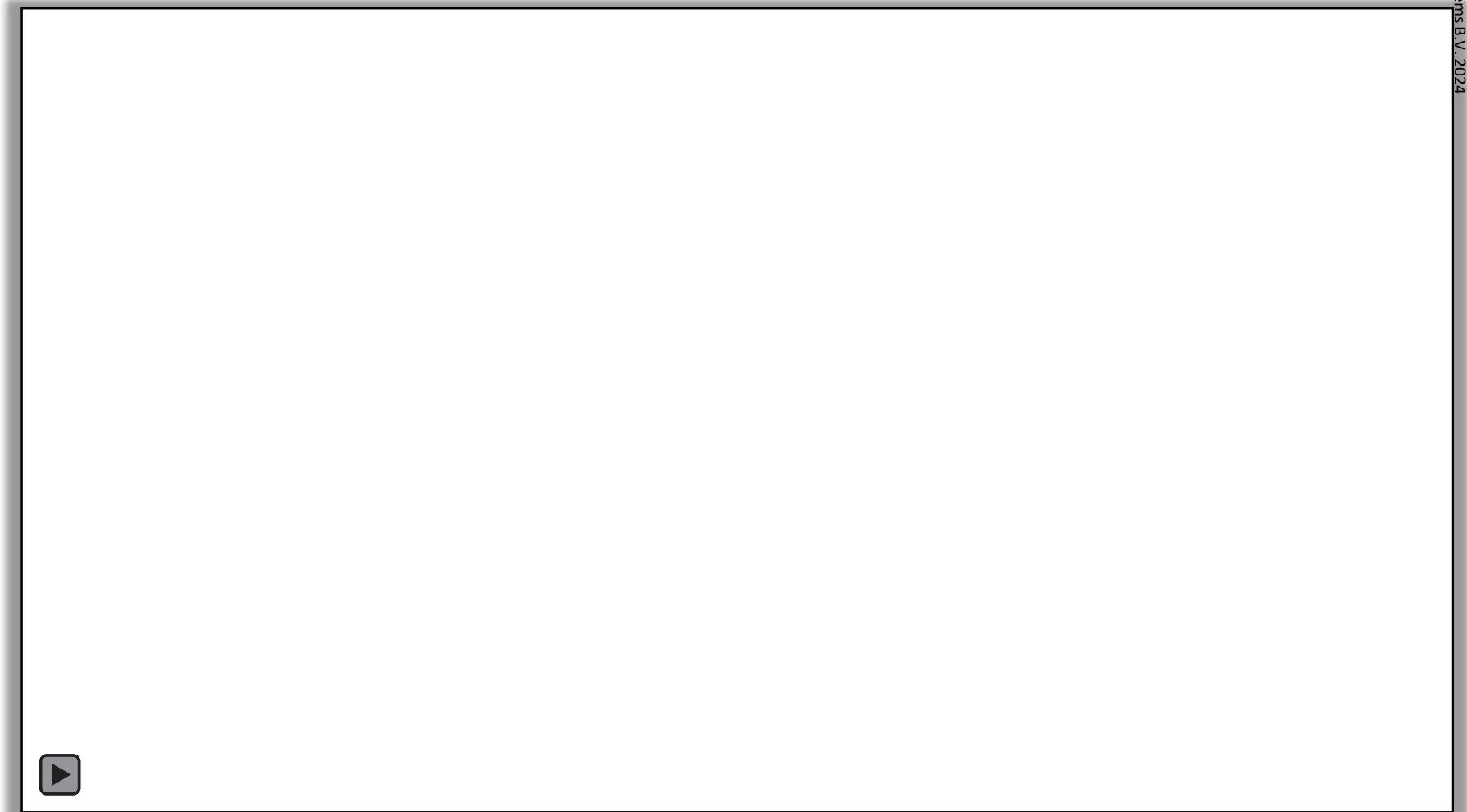
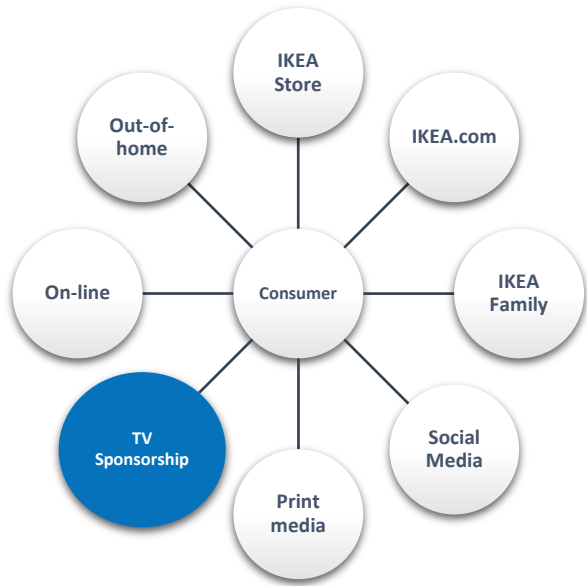
never place a TV or other heavy objects on furniture not intended for that use

always attach your furniture to the wall with tip-over restraints

never allow children to stand, climb or hang on drawers, and never open more than one drawer at a time

place heavy objects in the lowest drawers

For more home safety ideas, visit [IKEA-USA.com/SaferHomes](https://www.IKEA-USA.com/SaferHomes)



PBS Kids: Sponsorship video content



300x250



300x250 ALT



728x90



Secure It: Web banner/display advertising on Popsugar.com, Familycircle.com, Parenting.com, Parent.com



Secure It: Digital OOH with PatientPoint in doctor's offices

Follow up Research

97% of IKEA Family members surveyed stated that they were **aware of the risk** of furniture tip-over

52% of parents with small children from the general population surveyed **recalled seeing** Secure It communication



Safe homes, safe families.
**See other side
for tips
on a safer
life at home.**



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**Prevent
furniture
tip-over
injuries**

- Always attach your furniture to the wall with tip-over restraints
- Never place a TV or other heavy objects on furniture not intended for that use
- Never allow children to stand, climb, or hang on drawers
- Never open more than one drawer at a time
- Place heaviest items in the lowest drawers

The IKEA Safer Home mobile app helps you make child safety checklists based on your child's age and find easy home safety tips. It can be downloaded for free at your favorite app store. For more home safety ideas, visit [IKEA-USA.com/saferhomes](https://www.ikea.com/usa/saferhomes)

Update / Improve

The communication objective:

To raise awareness of the risk of tip-over accidents and **empower** consumers with the knowledge needed to anchor their furniture to the wall.



Human factors input

- Clearly show the risk
- Demonstrate the simple way to reduce the risk
- Show the “happy outcome” of taking action

Just a Moment



Every year, serious accidents happen when unanchored furniture tips over. Children and older people are especially at risk.

A tip-over accident can happen in an instant. And once it happens, it's too late to stop it.

But there is an easy way to help prevent it. Anchor your furniture to the wall. It's something anyone can do – and if you're well prepared and know how, it only takes a moment.

In this guide we'll show you how, in 5 simple steps.

Ready? Let's get right into it.



Prefer a video tutorial?

Just scan this QR code.



Just a Moment: Wall Anchoring Guide brochure

Social Media



The image shows a social media post from IKEA. At the top left is the IKEA logo and the text 'IKEA' with a blue checkmark. Below this is the text: 'Make your home a safer place for little ones by anchoring your furniture to the wall. Get your free kit today!'. The main image shows a woman in a red cardigan and floral top standing next to a white dresser with several drawers pulled out. She is pointing towards the camera. The dresser is decorated with a lamp, a framed picture, and a teddy bear. At the bottom left of the post, it says 'IKEA-USA.com' and 'See more safety tips'. At the bottom right, there is a button that says 'Shop now'.

IKEA ✓

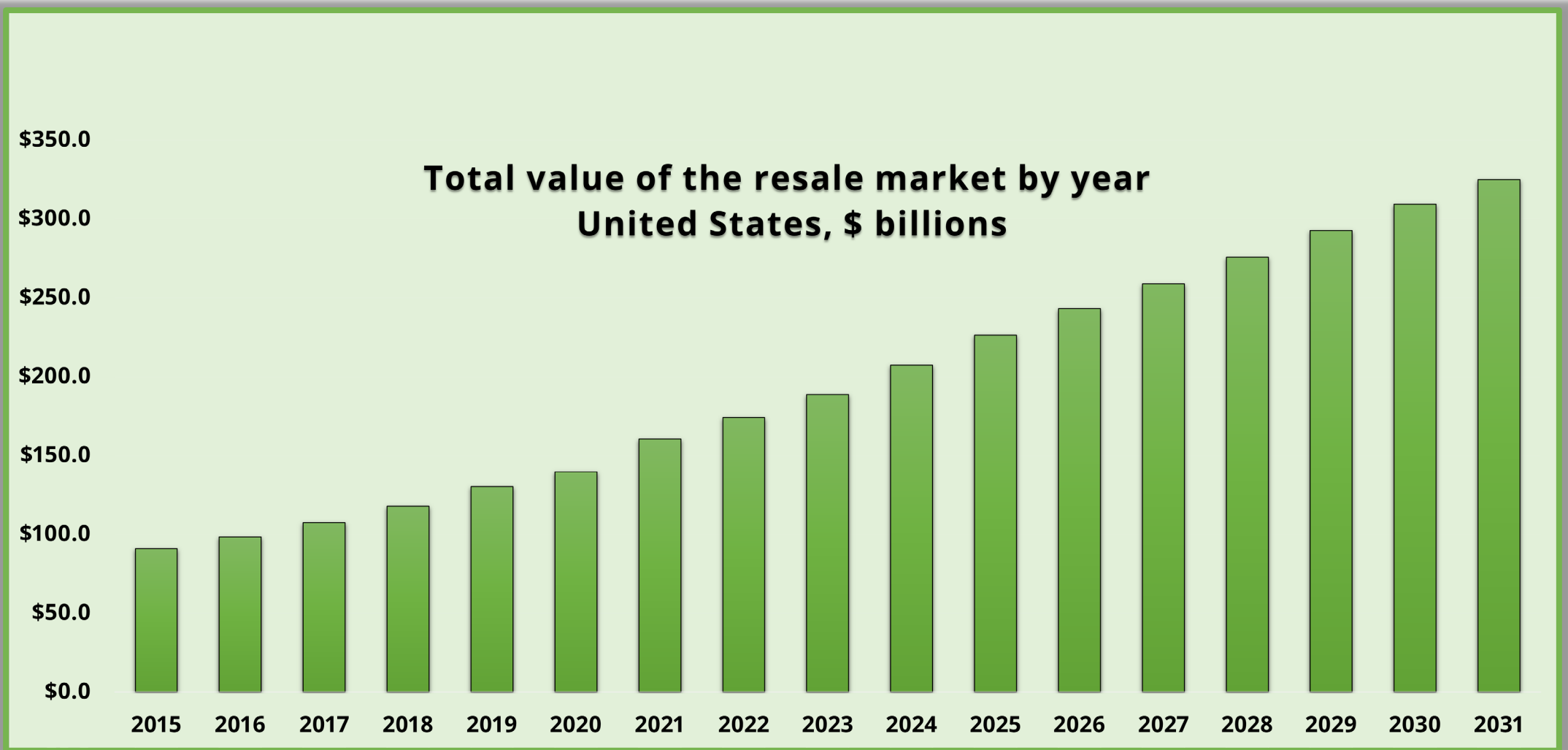
Make your home a safer place for little ones by anchoring your furniture to the wall. Get your free kit today!

IKEA-USA.com
See more safety tips

Shop now



Secondhand Safe Use Campaign



Data from Mercari 2023 Reuse Report



From IKEA circularity research:

**IKEA Furniture can be
resold 3 - 4 times
during the lifespan of
the product**

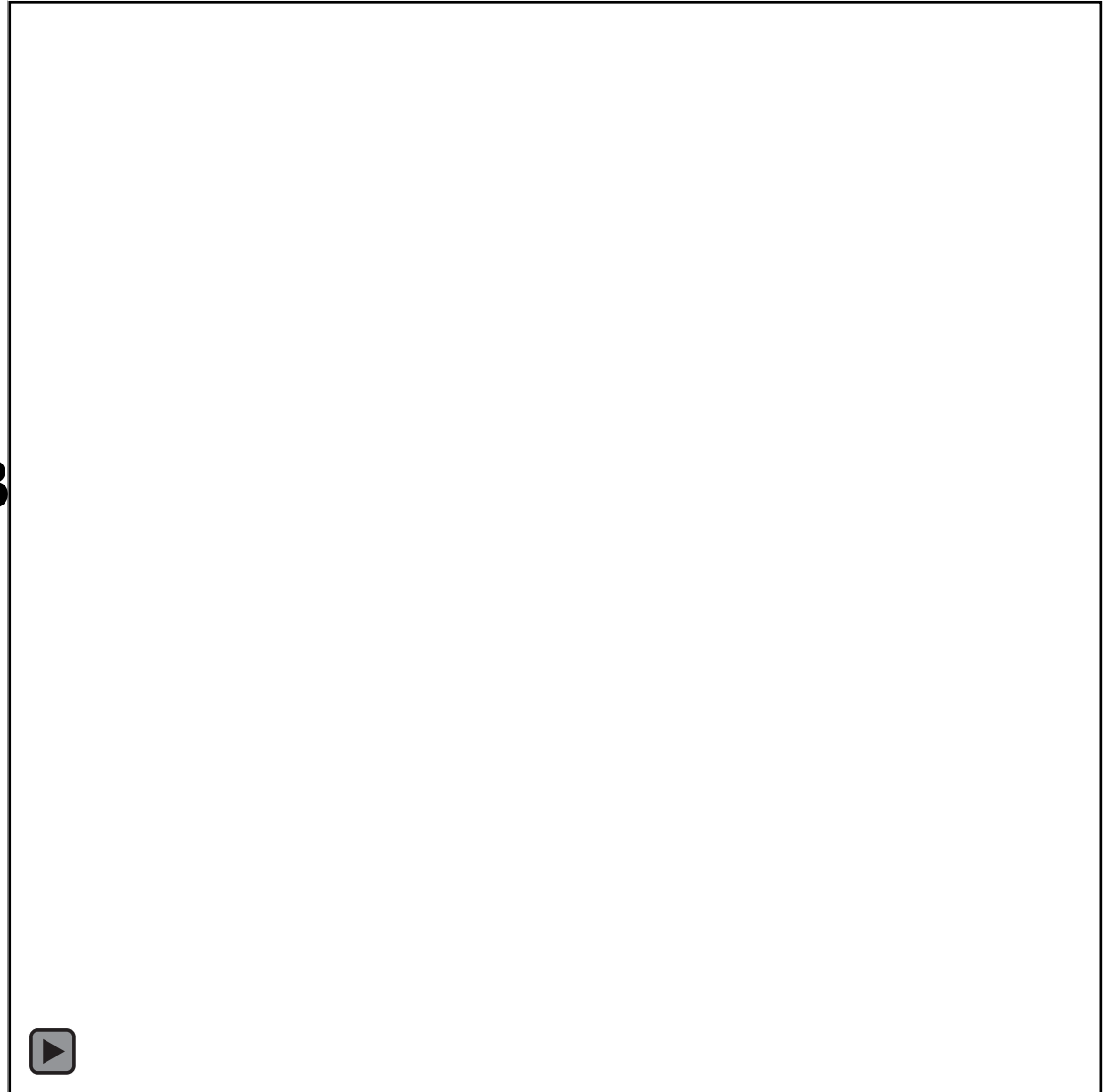
The communication objective:


To raise awareness of the risk of tip over, and the need to anchor furniture to the wall to reduce the risk




To educate customers how they could get a **free wall anchoring kit** for their secondhand IKEA furniture

The Most Vital Piece Might Be Missing: Concept video



 **IKEA** ✓

No matter where your IKEA piece is from, make sure to anchor it to the wall. Get your free kit today!



IKEA-USA.com
Create a safer home

[Learn more](#)

 **IKEA** ✓

Is your new IKEA piece pre-loved? No matter where it's from, we want to help you create a safer home. Get a kit today!



IKEA-USA.com
See more safety tips

[Shop now](#)

The Most Vital Piece Might Be Missing: Social Media

Result:

47% increase
in wall anchoring
kit orders





Our vision

To create a better everyday life
for the many people

Tack!

