

Climate-Conscious Commerce: A Study of IKEA's Digital Video Storytelling in Sustainability Marketing”

التجارة الواعية للمناخ: دراسة تحليلية لسرد القصص بالفيديو
الرقمي لشركة إيكيا في تسويق الاستدامة".

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Abstract

This investigation delves into IKEA's intricate strategy towards sustainability, climate change initiatives, and the tactical utilization of storytelling methods to captivate its intended audience and stimulate meaningful involvement in sustainable behaviors. Through a thorough examination of IKEA's sustainability endeavors, climate change initiatives, and communication approaches, this study delves into how the organization incorporates environmental stewardship, social responsibility, and consumer participation into its operational framework. By scrutinizing case studies, promotional materials, and projects, this research illuminates IKEA's endeavors to advocate for principles of a circular economy, mitigate carbon emissions, and tackle urgent environmental issues.

Via a blend of openness, genuineness, inclusiveness, and engaging narratives, IKEA effectively conveys its sustainability message, motivates consumer engagement, and nurtures a mindset of environmental awareness and societal influence. This study enriches our comprehension of corporate sustainability methodologies, climate change communication approaches, and the significance of storytelling in advancing sustainable practices and instigating beneficial transformations at both personal and communal levels.

Keywords: Sustainability, Climate change, IKEA, Storytelling, Engagement.

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ملخص:

هذه الدراسة تتعمق في استراتيجية إيكيا المعقدة نحو الاستدامة ومبادرات تغيير المناخ، واستخدامها التكتيكي لأساليب السرد القصصي لجذب الجمهور المستهدف وتحفيز مشاركتهم الفعالة في السلوكيات المستدامة. من خلال فحص شامل لجهود إيكيا في مجال الاستدامة، ومبادرات تغيير المناخ، وأساليب الاتصال. تتعمق هذه الدراسة في كيفية دمج الشركة لرعاية البيئة، والمسئولية الاجتماعية، ومشاركة المستهلكين في إطارها التشغيلي.

من خلال دراسة الحالات، والمواد الترويجية، والمشاريع، يلقي هذا البحث الضوء على جهود إيكيا للدفاع عن مبادئ الاقتصاد الدائري، والحد من انبعاثات الكربون، ومواجهة القضايا البيئية الملحة.

عبر مزيج من الشفافية، والصدق، والشمولية، والسرد المشوق، تنقل إيكيا رسالتها في مجال الاستدامة بفعالية، وتحفز مشاركة المستهلكين، وترعى نهجاً يتمحور حول الوعي البيئي والتأثير الاجتماعي. وتثري هذه الدراسة فهمنا لمنهجيات الاستدامة للشركات، وأساليب الاتصال في مجال تغيير المناخ، وأهمية السرد في تعزيز الممارسات المستدامة وإحداث تحولات إيجابية على كلا المستويين الشخصي والجماعي.

الكلمات المفتاحية: الاستدامة؛ تغير المناخ؛ إيكيا؛ السرد القصصي؛ المشاركة.

Introduction

In the current era of technology, the art of storytelling has emerged as a powerful instrument for companies to convey their principles, motivate individuals to take action, and establish significant relationships with customers. IKEA, a prominent figure in the global furniture retail sector, has demonstrated this strategy by implementing digital video storytelling projects that emphasize sustainability. This study focuses on examining IKEA's strategic utilization of digital video storytelling on platforms such as YouTube to promote sustainability and encourage consumer involvement in sustainable practices related to their merchandise. Through an analysis of IKEA's sustainability advertisements from a storytelling perspective, our objective is to reveal the methods, storylines, and effects that have contributed to the success of these campaigns in inspiring consumers to adopt sustainable behaviors.

IKEA's utilization of digital video narratives in sustainability marketing surpasses conventional advertising methods through the creation of compelling stories that evoke emotional connections with audiences. Through the incorporation of engaging storylines, relatable personas, and realistic situations, IKEA has effectively conveyed its dedication to sustainability and motivated customers to embrace environmentally conscious behaviors in their households and daily routines. Through an analysis of the narrative components, messaging tactics, and audience reactions present in IKEA's sustainability advertisements on the YouTube platform, this study aims to offer valuable insights into how companies can harness digital video storytelling to promote sustainable behaviors and cultivate a sense of environmental stewardship among consumers.

Sustainability

Sustainability refers to the ability of a system, be it human society or nature, to exist and function in a long-term healthy way. There are three main pillars of sustainability:

- Environmental: This focuses on conserving natural resources, minimizing pollution, and protecting ecosystems for future generations.
- Social: This focuses on promoting social justice, equity, and human rights for all people.

- Economic: This focuses on creating a healthy economy that meets the needs of the present without compromising the ability of future generations to meet their own needs.¹

Firms need to embed sustainability into their core business. Laszlo and Zhexembayeva (2011) describe embedded sustainability, in the business context, as: "The incorporation of environmental, health, and social value in the company's core business with no trade-off in price or quality."

The above definition is broad and consists of all factors needed to be considered by firms including economic, social and environmental responsibility.

IKEA

Brief about the company

IKEA, the renowned Swedish multinational retail corporation, is widely recognized for its range of furniture that can be assembled by customers, along with kitchen appliances and household decorations. The origins of IKEA can be traced back to 1943, when Ingvar Kamprad established the company in Älmhult, Sweden, marking the beginning of its journey as a prominent global entity in the furniture and home goods sector. Commencing his business ventures at the age of 17, Kamprad initiated the sale of a variety of items, including furniture, via mail-order services. The moniker "IKEA" is derived from an acronym comprising his initials and the initial letters of the farm and village where he spent his formative years. In a groundbreaking move in 1956, IKEA introduced the innovative flat-pack concept, which transformed the landscape of the furniture industry by enhancing affordability and facilitating ease of transportation for consumers.

Mission and Vision:

IKEA's mission is to offer a wide range of well-designed, functional home furnishing products at prices that are affordable for the many people. The company envisions creating a better everyday life for people around the world by providing solutions for their home needs. Central to IKEA's philosophy is the belief that good design should be accessible to everyone. Additionally, IKEA places a strong emphasis on sustainability, aiming to contribute to a positive environmental impact by sourcing responsibly, promoting recycling, and continuously innovating to reduce its environmental footprint. The vision of IKEA

goes beyond furniture, aspiring to inspire and enable people to live a more sustainable and fulfilling life at home.

Throughout its history, IKEA has become synonymous with affordable, stylish, and functional home furnishings. The company's commitment to design, innovation, and sustainability has contributed to its enduring success on a global scale.

The brand's core principles are:

- **Affordability:** IKEA's commitment to affordability means that their products are designed to be budget-friendly without compromising on quality and style. This principle makes stylish home furnishings accessible to a wide range of consumers, regardless of their budget.
- **Accessibility:** IKEA's philosophy of accessibility goes beyond just the price point. The brand aims to make its products easily accessible to customers through strategically located stores, a user-friendly shopping experience, and innovative solutions for transporting and assembling furniture.
- **Sustainability:** Sustainability is a cornerstone of IKEA's operations and product design. The brand is dedicated to reducing its environmental impact through sustainable practices, such as using renewable and recycled materials, promoting energy efficiency, and minimizing waste. IKEA also aims to inspire sustainable living among its customers²

Digital video storytelling

Digital video storytelling refers to the use of video content, often in digital or online formats, to convey narratives, messages, or information in a compelling and engaging manner. It involves combining visual elements, audio elements such as narration or music, and sometimes interactive features to create a storytelling experience that resonates with the audience.³

Components involved in digital video storytelling:

- **Narrative Structure:** Digital video storytelling follows a structured narrative format similar to traditional storytelling. This includes elements such as a clear beginning, middle, and end, character development, conflict, resolution, and emotional arcs.

- **Visual Elements:** The visual aspect plays a crucial role in digital video storytelling. It encompasses elements like cinematography, lighting, composition, color grading, and visual effects. These elements help create an immersive and compelling visual experience for the audience.
- **Audio Elements:** Sound design, including dialogue, background music, sound effects, and voiceovers, adds depth and enhances the storytelling experience in digital videos. High-quality audio is essential for maintaining audience engagement and conveying emotions effectively.
- **Digital Tools and Technology:** Digital video storytelling leverages a range of digital tools and technologies, including video editing software, animation software, special effects tools, and digital cameras. These tools enable creators to enhance the visual and auditory aspects of their stories.
- **Audience Engagement:** Effective digital video storytelling aims to captivate and engage the audience through compelling storytelling techniques, visual aesthetics, and emotional resonance. Interactivity and audience participation features can also be incorporated to enhance engagement.
- **Distribution Platforms:** Digital video stories are typically distributed through online platforms such as social media, video streaming platforms (e.g., YouTube, Vimeo), websites, mobile apps, and virtual reality (VR) platforms. These platforms provide a wide reach and accessibility to global audiences.
- **Purpose and Objectives:** The purpose of digital video storytelling can vary based on the creator's objectives. It could be to entertain, educate, inspire, persuade, raise awareness, promote products/services, or share personal experiences and viewpoints.⁴

Digital video storytelling is a potent marketing strategy that exploits the visual and narrative components of video content to transmit messages, elicit emotions, and capture the attention of viewers. The process entails the creation of engaging narratives through video presentation to effectively convey concepts, principles, and branding communications. Within the realm of sustainability marketing, digital video storytelling assumes an essential function in articulating

sustainability-related messages to consumers in a captivating and influential fashion.

One crucial aspect of digital video storytelling lies in its capacity to engender immersive experiences for audiences. Through the integration of visuals, audio, music, and narrative components, videos possess the ability to transport viewers into a narrative realm, facilitating emotional engagement with the communicated message. This emotional bond plays a pivotal role in sustainability marketing, as it has the potential to evoke empathy, nurture comprehension, and prompt consumers to embrace sustainable behaviors.

Additionally, digital video storytelling empowers marketers to present intricate sustainability ideas in a simplified and easily understandable manner. By employing storytelling tactics such as character development, plot advancement, and conflict resolution, videos can elucidate abstract concepts by transforming them into relatable and coherent narratives. For instance, a video could chronicle the experiences of a family as they adopt environmentally conscious practices in their daily routines, thereby rendering sustainability palpable and pertinent to viewers.

Furthermore, digital video storytelling serves as a means to convey narratives across various platforms and channels, thereby engaging a broad and varied audience. The proliferation of social media and digital channels has facilitated the seamless sharing, interaction, and dissemination of videos, thereby enhancing the exposure and effectiveness of sustainability narratives. Marketing professionals can utilize these channels to initiate dialogues, enhance visibility, and promote positive transformations concerning environmental and societal issues.

Additionally, digital video storytelling emerges as a dynamic and impactful instrument in sustainability marketing owing to its capacity to establish emotional ties, streamline intricate concepts, and connect with audiences through digital avenues. Through the utilization of video storytelling, marketers can effectively convey sustainability messages in a persuasive and enduring manner, thus fostering significant interactions and promoting sustainable behaviors among consumers.

Digital video storytelling enables marketers to create authentic and relatable narratives that resonate with consumers on a personal level. By featuring real stories of individuals, communities, or initiatives making a positive impact on sustainability, videos can humanize the message and make it more compelling. For instance, showcasing testimonials from customers who have embraced sustainable practices or highlighting the experiences of employees involved in sustainability initiatives can add authenticity and credibility to the storytelling.

Moreover, digital video storytelling allows for creativity and innovation in presenting sustainability messages. Marketers can use creative visual techniques, animations, graphics, and interactive elements to enhance storytelling and capture viewers' attention. For example, incorporating data visualizations, before-and-after scenarios, or interactive storytelling formats can make complex sustainability topics more engaging and understandable for audiences.

Another key advantage of digital video storytelling is its ability to evoke emotions and inspire action. Sustainable storytelling often taps into emotions such as hope, empathy, optimism, and empowerment, encouraging viewers to empathize with the cause and take positive steps towards sustainability. Videos can inspire viewers by showcasing success stories, highlighting progress, and illustrating the potential impact of collective actions in addressing environmental and social challenges.

Additionally, digital video storytelling enables marketers to tailor messages to different audience segments and demographics. By understanding audience preferences, interests, and values, marketers can create targeted video content that resonates with specific consumer groups. This personalized approach increases the relevance and effectiveness of sustainability messaging, leading to higher engagement and adoption of sustainable behaviors among consumers.

Moreover, the utilization of digital video storytelling plays a vital role in maintaining narrative coherence and fostering enduring engagement with consumers. Marketers have the opportunity to develop serialized or episodic video material that further develops previous storylines, thus establishing a unified storytelling experience for the audience. This sustained interaction serves to strengthen the dissemination of sustainability messages, enhance consumer

relationships with the brand, and maintain interest and involvement in sustainability endeavors over an extended period.

Ultimately, digital video storytelling emerges as a multifaceted and influential instrument within the realm of sustainability marketing, empowering marketers to craft narratives that are genuine, innovative, emotionally compelling, and tailored to resonate with consumers, motivating them to embrace sustainable practices. Through leveraging the narrative potential of video content, marketers are able to effectively convey messages about sustainability, foster awareness, engagement, and behavioral changes, and contribute towards the cultivation of a more sustainable future.

IKEA'S storytelling techniques:

IKEA effectively uses storytelling techniques in its ads to create emotional connections with customers while showcasing the practical and aesthetic aspects of its products.

IKEA utilizes storytelling in its advertising through several key strategies:

- **Relatable Narratives:** The company frequently conveys stories that connect with the everyday experiences of its clientele. These narratives touch on common challenges like limited living spaces, the warmth of family gatherings, and the thrill of moving to a new residence, resonating with universal themes.
- **Solution-Oriented Storytelling:** A significant portion of IKEA's advertisements positions their products as solutions to prevalent issues. They illustrate how IKEA's furniture and accessories can enrich individuals' lives by enhancing functionality, organization, and style in their spaces.
- **Humor and Playfulness:** In some instances, IKEA incorporates humor and playfulness to captivate its audience. This approach can enhance brand memorability and approachability, injecting a light-hearted element into the storytelling.
- **Life Stages and Milestones:** IKEA often emphasizes pivotal life stages and milestones, such as transitioning to a first apartment, setting up a nursery for a newborn, or preparing for festive gatherings. These narratives forge emotional bonds by aligning with significant moments in customers' lives.

- **Realistic Depictions:** IKEA's advertisements frequently portray authentic and diverse scenarios, featuring individuals from various backgrounds and lifestyles. This inclusivity enables customers to identify themselves in the narratives, fostering a sense of belonging and empathy.
- **Aspirational Living:** While grounded in reality, some of IKEA's ads also draw on aspirational elements. They showcase elegantly designed living spaces to inspire viewers, underscoring that such environments are attainable with IKEA's products.
- **Catalog Stories:** The IKEA catalog itself functions as a storytelling medium. Each catalog is structured like a narrative, leading customers through diverse room layouts and lifestyle scenarios. This visual storytelling aids customers in envisioning how IKEA products can complement their lives.
- **User-Generated Content:** IKEA actively encourages customers to share their personal IKEA anecdotes and creations on social media platforms. This user-generated content becomes integrated into the brand's overarching storytelling narrative, showcasing the myriad ways people incorporate IKEA products.

IKEA as a sustainable brand:

IKEA, the Swedish multinational furniture retailer, has evolved into one of the largest and most renowned furniture retailers globally, operating stores across various countries. The company is well-known for its cost-effective and fashionable furniture designs, as well as its flat-packaging system and focus on sustainability and environmental stewardship in both its operations and product range.

IKEA has positioned itself as a frontrunner in sustainability within the retail sector, with its sustainability objectives, projects, and principles deeply ingrained in its dedication to environmental accountability and beneficial social outcomes.

- **Sustainability Goals:** IKEA has established ambitious sustainability objectives aimed at minimizing its ecological impact and contributing to a more sustainable future. A key goal is to achieve climate positivity by 2030, indicating a commitment to offsetting more greenhouse gas emissions than

the total emitted across the IKEA value chain, encompassing suppliers and customers.

The organization is also striving to have all its products made from 100% renewable and recycled materials by 2030, thereby fostering circularity and reducing resource consumption.

- **Renewable Energy and Energy Efficiency:** IKEA has made significant investments in renewable energy sources like wind and solar power to lower its carbon footprint. Solar panels have been installed on numerous stores and warehouses worldwide.

Furthermore, IKEA places a strong emphasis on energy efficiency within its operations and product lines, implementing strategies to decrease energy usage and enhance sustainability along its supply chain.

- **Sustainable Sourcing and Supply Chain:** The company gives priority to sustainably sourcing materials such as wood, cotton, and other resources. Stringent guidelines and certifications (e.g., Forest Stewardship Council - FSC) are in place to ensure that products originate from responsibly managed sources.

Within its supply chain, IKEA underscores ethical labor standards, equitable wages, and safe working environments, collaborating with suppliers who share its dedication to social accountability.

- **Circular Economy and Waste Reduction:** IKEA advocates for a circular economy model by designing products for extended lifespan, repairability, and recyclability. Services like furniture take-back and resale (e.g., IKEA Second Life) are offered to prolong product usage and minimize waste.

Moreover, IKEA has eliminated single-use plastics from its product range and continues to investigate innovative approaches to waste reduction and recycling.

- **Community Engagement and Social Impact:** In addition to environmental sustainability efforts, IKEA participates in diverse community programs and social impact initiatives. These encompass initiatives focused on education, healthcare, refugee assistance, and empowerment of women and marginalized groups.

The IKEA Foundation, the company's philanthropic division, collaborates with partners globally to tackle social issues and enhance the well-being of vulnerable populations.

- **Water Stewardship:** IKEA is dedicated to responsible water management across its operations and supply chain. The company aims to diminish water consumption in its facilities and production processes while advocating for water-saving products for customers.
- **Biodiversity Conservation:** IKEA recognizes the importance of biodiversity conservation and works to minimize its impact on ecosystems. This includes responsible forestry practices, protection of habitats, and biodiversity assessments in sourcing decisions.

Biodiversity conservation refers to the proactive and deliberate effort to protect, preserve, and sustainably manage the variety of life forms found within ecosystems. This includes species diversity, genetic diversity within species, and the diversity of ecosystems themselves. The goal of biodiversity conservation is to maintain the natural balance of ecosystems, promote ecological resilience, and safeguard the ability of species and ecosystems to adapt to environmental changes over time.⁵

- IKEA's commitment to achieving carbon neutrality by 2030 goes hand in hand with their goal of becoming climate positive. This endeavor encompasses the reduction of emissions from various sources like transportation, energy usage, and product life cycles. Furthermore, they plan to offset any remaining emissions through initiatives such as reforestation and investments in renewable energy projects.
- The emphasis on innovation in sustainable design is a key priority for IKEA, as they strive to create products that are not only environmentally friendly but also cost-effective. This involves the utilization of cutting-edge materials like recycled plastics and bio-based alternatives, as well as designing products with disassembly and recyclability in mind.
- Maintaining a transparent approach to their sustainability endeavors, IKEA consistently releases reports and data on their environmental and social performance. By engaging with stakeholders including customers, NGOs, and governmental bodies, they actively seek feedback to enhance their sustainability practices.

- Valuing the well-being and diversity of their employees, IKEA fosters a work environment that is supportive and inclusive. Through initiatives promoting equal opportunities, employee training, and safety measures, the company cultivates a culture of collaboration and responsibility.
- Collaborating with various partners ranging from NGOs to academic institutions, IKEA drives collective action on sustainability challenges. These partnerships serve as platforms for sharing knowledge, fostering innovation, and creating a collective impact across different sectors.
- Engaging customers in sustainability efforts through educational campaigns and product labeling is a core aspect of IKEA's approach. By promoting sustainable behaviors such as energy conservation and waste reduction, the company encourages conscious consumption among its customers.
- IKEA actively promotes a circular economy by designing products with longevity in mind and facilitating recycling and upcycling. Initiatives like furniture take-back programs contribute to the circularity of their products.
- With a focus on transparency and traceability, IKEA ensures that its supply chain adheres to ethical and sustainable standards. This includes responsible sourcing of raw materials, fair labor practices, and compliance with environmental regulations.
- Aside from furniture and home goods, IKEA also places a strong emphasis on sustainable food production and consumption. By offering responsibly sourced food products and promoting plant-based options, the company supports sustainable agricultural practices to reduce environmental impact.
- Implementing strategies to minimize waste generation and maximize recycling, IKEA is dedicated to efficient waste management. Efforts such as reducing packaging waste and promoting reusable shopping bags contribute to their waste reduction initiatives.
- Investing in green building initiatives and energy-efficient technologies, IKEA prioritizes sustainability in their infrastructure. This includes sustainable construction practices,

energy-saving lighting, HVAC systems, and the integration of renewable energy sources.

- Through collaborative projects with external partners and industry stakeholders, IKEA addresses sustainability challenges collectively. Participation in sustainability-focused networks and joint initiatives allows them to drive systemic change and tackle shared issues.
- Continuously striving for improvement, IKEA invests in innovation and sustainable practices to maintain their position as a leader in sustainability. This includes research and development in sustainable product design, materials innovation, and eco-friendly technologies.

These points highlight IKEA's multifaceted approach to sustainability across various aspects of its business operations, supply chain management, customer engagement, and community impact. IKEA's commitment to sustainability is embedded in its core values and reflects a long-term vision for creating positive environmental and social outcomes.

How IKEA'S products are sustainable?

IKEA's dedication to sustainability is apparent in its wide array of products crafted with environmental concerns and ethical sourcing strategies. A prominent element of IKEA's sustainability initiatives lies in the utilization of sustainable materials in furniture and household items. To illustrate, IKEA has introduced merchandise fashioned from renewable resources like bamboo, a swiftly growing material that demands fewer resources in comparison to conventional wood. Moreover, IKEA has shifted towards incorporating recycled materials in numerous products, thereby diminishing waste and advocating for a circular economy.

Another notable characteristic of IKEA's sustainable products is their emphasis on energy efficiency. The corporation provides a diverse selection of energy-saving devices, including LED lighting installations and electronics with low energy consumption. These offerings not only assist consumers in decreasing their energy expenditures but also aid in reducing carbon emissions and championing environmental preservation.

Concerning water preservation, IKEA has devised inventive solutions such as water-conserving faucets, showers, and plumbing fixtures. These items are meticulously designed to curtail water squandering without compromising functionality or user satisfaction. By endorsing water-efficient technologies, IKEA promotes responsible water utilization and tackles the worldwide issue of water scarcity.

IKEA's sustainable product assortment also encompasses goods that facilitate waste minimization and recycling. For instance, the corporation provides recycling receptacles, composting alternatives, and reusable storage units that streamline waste segregation and foster recycling habits among customers. Additionally, IKEA underscores the reparability and durability of its products through modular constructions and the availability of spare parts, thereby lessening the necessity for premature disposal.

Finally, IKEA's sustainable products transcend environmental considerations to encompass social and ethical dimensions. The enterprise has integrated equitable labor standards and ethical sourcing criteria across its supply chain, guaranteeing the protection of workers' rights and responsible sourcing of materials. By prioritizing sustainability throughout its product range, IKEA showcases a comprehensive approach to addressing environmental and social dilemmas while furnishing consumers with environmentally friendly and ethical options for their residences.

IKEA'S website and IKEA'S Museum

IKEA's online platform features a specialized segment known as the "Story" section, designed to serve as a forum for the dissemination of narratives and insights regarding the brand's historical background, core principles, and endeavors. Within this designated area, IKEA showcases compelling anecdotes that underscore its progression, objectives, and dedication to sustainable practices. These narratives frequently delve into the organization's sustainability undertakings, encompassing efforts to minimize ecological footprints, advocate for ethical sourcing, and participate in community-centric ventures. Through immersive storytelling and varied media content, IKEA effectively conveys its sustainability message to a worldwide audience via the Story section, thereby cultivating awareness, comprehension, and involvement among consumers.

Furthermore, the significance of the IKEA Museum lies in its role as a primary venue for showcasing the brand's extensive legacy, inventive designs, and sustainability campaigns. Situated in Älmhult, Sweden, the birthplace of IKEA, this museum provides a thorough examination of the company's development, spanning from its modest origins to its current global prominence. The displays at the museum explore numerous facets of IKEA's sustainability voyage, incorporating the utilization of sustainable resources, adoption of energy-efficient methodologies, implementation of waste reduction tactics, and engagement in community-oriented endeavors. By spotlighting these sustainability initiatives through the museum's exhibitions and interactive installations, IKEA reaffirms its dedication to environmental responsibility while enlightening visitors on the significance of sustainable lifestyles and consumption habits.

The IKEA Museum stands as a testament to the brand's ethos and guiding beliefs, granting visitors an up-close glimpse into the seamless integration of sustainability across all facets of IKEA's activities and product innovation. Through the art of storytelling, multimedia exhibitions, and interactive displays, both the Story section on the IKEA website and the IKEA Museum contribute significantly to heightening public consciousness, admiration, and involvement in IKEA's sustainability odyssey, ultimately motivating individuals and communities to adopt more sustainable practices and choices.

IKEA's Story Section on the Website:

The Story section on IKEA's official website serves as a digital platform that is specifically dedicated to disseminating the brand's narrative, values, and sustainability initiatives. Through the utilization of compelling storytelling, videos, and articles, IKEA effectively communicates its strong commitment to sustainability across various aspects of its business operations. More specifically, within the Story section, IKEA frequently highlights narratives that focus on sustainability, showcasing its efforts in areas such as the incorporation of renewable energy, sustainable sourcing of materials, implementation of waste reduction strategies, and active involvement in environmental initiatives within the local community. The central objective of these narratives is to inspire and educate consumers about the importance of

sustainability, encouraging them to make informed choices and adopt eco-friendly behaviors in both their homes and daily lives.

IKEA Museum and Sustainability:

The IKEA Museum, situated in Älmhult, Sweden, presents a thorough overview of IKEA's historical background, design philosophy, and sustainability journey. Within the museum, displays exhibit the brand's dedication to sustainability through inventive design, ethical manufacturing practices, and environmental endeavors.

Patrons of the museum have the opportunity to peruse exhibits that spotlight IKEA's utilization of sustainable materials, including FSC-certified timber, recycled plastics, and environmentally friendly fabrics. The museum also presents IKEA's endeavors in energy efficiency, waste management, and principles of a circular economy.

Through the presentation of its sustainability practices and projects in the museum, IKEA not only enlightens visitors about its environmental pledges but also stimulates discussions and involvement concerning sustainability matters, nurturing a profound comprehension of the significance of sustainable living and consumption.

The IKEA Museum encourages children to interact with sustainability through a variety of events and activities crafted to educate, inspire, and empower young intellects. One approach through which the museum accomplishes this is by arranging interactive workshops and exhibitions centered on sustainability-related subjects. These workshops frequently incorporate practical activities where children can grasp the significance of sustainable practices, such as recycling, upcycling, and waste reduction.

Additionally, the museum organizes storytelling sessions and educational tours that emphasize IKEA's sustainability initiatives and commitments. Through these narratives, children not only grasp the notion of sustainability but also acquire insights into how a multinational corporation like IKEA is striving towards environmental accountability and beneficial influence.

Furthermore, the IKEA Museum routinely collaborates with local educational institutions and community groups to host special events and programs focusing on sustainability. These initiatives might encompass eco-friendly art contests, do-it-yourself projects utilizing

recycled materials, or gardening workshops to advocate for sustainable living practices.

Moreover, the museum employs technology in an imaginative manner to involve children in activities themed around sustainability. For example, interactive digital exhibits and virtual reality encounters can be utilized to present innovative sustainable solutions and elevate awareness regarding environmental concerns in an absorbing and immersive approach.

By delivering a broad array of events and activities that merge education, innovation, and enjoyment, the IKEA Museum effectively prompts children to embrace sustainability as a fundamental principle. Through hands-on educational experiences, inspiring narratives, collaborative undertakings, and interactive technologies, children are motivated to adopt sustainable behaviors and emerge as champions for positive environmental transformation.

Sustainability Stories: IKEA's Impactful Storytelling Ads

▪ "CLIMATE ACTION STARTS AT HOME – IKEA

The advertisement commences with the statement "individuals possess the capability to enact change starting from the moment they awaken," followed by a delineation of actions aimed at diminishing one's carbon footprint. Recommendations encompass utilizing a water-efficient shower, air-drying clothing, consuming leftovers, and employing reusable shopping bags. Moreover, the advertisement advocates for alternative modes of transportation such as walking, biking, or utilizing public transit instead of relying on personal vehicles. In instances where driving is unavoidable, the advertisement advises opting for a fuel-efficient vehicle and maintaining proper tire pressure.

Within the household setting, the advertisement proposes that individuals can contribute to the cause by utilizing energy-efficient devices and bulbs. Additionally, energy conservation can be achieved by powering off lights and electronic devices when not in use. The advertisement also promotes the consumption of locally sourced food and the reduction of food wastage. When purchasing new items becomes necessary, the advertisement recommends buying second-hand goods or choosing products crafted from recycled materials. Concluding with the phrase "the impact of a single day," the

advertisement instills the notion that even minor adjustments can yield substantial benefits in combating climate change. Portrayed across various settings like homes, grocery stores, and bus stops, the advertisement showcases a diverse ensemble of individuals spanning different age groups and backgrounds. Overall, the advertisement radiates positivity and optimism while delivering an uplifting message.

- **Narrative:** It uses a clear progression of everyday scenes to showcase how small household actions can contribute to environmental action. It starts with waking up and builds throughout the day, depicting choices at different times and locations. It creates an emotional connection by subtly evoking empathy towards the planet through visuals of melting glaciers and polluted oceans. Though subtle, the ending image of diverse people joining hands suggests a sense of collective action and hope.
- **Context:** The ad firmly grounds its message in relatable domestic routines, making sustainability feel achievable within viewers' own homes. It demonstrates how everyday choices like eating leftovers, air-drying clothes, and using reusable bags directly impact resource consumption. The video cleverly avoids a finger-pointing tone by focusing on positive actions rather than guilt-tripping viewers.
- **Authenticity:** The ad features real people in everyday situations, creating a sense of relatability and avoiding manufactured perfection. The actions shown are realistic and achievable, making viewers feel like they can replicate them in their own lives. The diverse cast further enhances the sense of authenticity and inclusivity, resonating with a wider audience.
- **Simplicity:** The message is conveyed through clear visuals and minimal dialogue, making it easily understandable by viewers globally. The focus on small, actionable steps avoids overwhelming viewers with complex solutions or technical jargon. The upbeat music and visuals maintain a light and positive tone, making the message more accessible and engaging.
- **Consistency:** The ad maintains a consistent visual style throughout, with warm colors and natural lighting creating a cohesive and aesthetically pleasing experience. The message of "Climate action starts at home" is consistent across all scenes, reinforcing the

central theme. The brand's commitment to sustainability is subtly integrated through product placements and the overall emphasis on home-based solutions.

- Engagement: The ad uses humor and relatable scenarios to capture viewers' attention and keep them engaged throughout. The montage-style editing keeps the pace brisk and visually dynamic, preventing viewer fatigue. The video concludes with a clear call to action, encouraging viewers to visit IKEA for sustainable home solutions and join the movement.

The "Climate action starts at home" ad effectively utilizes various video storytelling elements to promote environmental awareness and inspire action. Its focus on relatable actions, a positive message, and engaging visuals makes it a compelling piece that resonates with viewers and encourages them to contribute to a more sustainable future.

▪ FURNITURE THAT GROWS WITH YOU.

The promotional video by IKEA showcases a collection of furniture designed to evolve alongside its users. Through a series of scenes featuring children engaging in various activities, the video highlights the seamless transition of furniture from infancy essentials like cribs and changing tables to more mature pieces like bunk beds and desks. It posits that IKEA's furniture range is a prudent choice for families with young children, offering long-term utility and potential cost savings. Furthermore, the video emphasizes the contemporary and sophisticated aesthetic of IKEA's furniture offerings.

The advertisement "Furniture that Grows With You" by IKEA adeptly employs various cinematic techniques to effectively communicate its core message and captivate its audience.

- Narrative: The ad features a young girl transitioning from baby to teenager, showcasing how IKEA furniture adapts to her changing needs and growth. This simple yet relatable story creates an emotional connection with viewers, especially parents. The furniture itself becomes a character in the narrative, transforming seamlessly from crib to desk and from playhouse to bookshelf. This adds a touch of magic and reinforces the theme of adaptability.
- Context: The ad doesn't explicitly promote specific products; it focuses on the concept of "growing with you." This broader

context resonates with viewers on a practical and emotional level, making the benefits more universally appealing. The use of everyday settings like nurseries and bedrooms further strengthens the connection with viewers' own lives and experiences.

- **Authenticity:** The ad feels genuine and unscripted. The child's natural expressions and movements contribute to this authenticity, making the story feel believable and relatable. The use of real wood and other natural materials in the furniture adds a touch of warmth and realism, further enhancing the authenticity of the message.
- **Simplicity:** The ad keeps the message clear and concise. There's no excessive dialogue or complicated visuals, allowing viewers to focus on the emotional core of the story. The minimalist Scandinavian aesthetic of the furniture and settings also contributes to the overall simplicity and elegance of the ad.
- **Consistency:** The ad maintains a consistent visual style and tone throughout. From the color palette to the music, everything blends seamlessly to create a cohesive and impactful experience. The recurring theme of furniture transformation reinforces the concept of "growing with you" and ensures a consistent message.
- **Engagement:** The ad evokes emotions and invites viewers to connect with the characters and their story. This emotional engagement makes the message more memorable and impactful. The open-ended nature of the ending allows viewers to imagine their own stories and how IKEA furniture might fit into their lives.

The ad might also benefit from a subtle environmental message, highlighting the sustainability of choosing furniture that can be used for several years and different purposes. Depending on the target audience, a wider range of family compositions could be depicted in the ad to expand its inclusivity and reach.

▪ **IKEA's GREEN FRIDAY**

According to the video, IKEA's Green Friday initiative is not just about saving money but also about environmental responsibility. By buying back old IKEA furniture and reselling it, IKEA creates a circular solution that reduces waste. This means that old furniture gets a new life instead of ending up in landfills. Overall, IKEA's Black Friday initiative encourages people to waste less and reuse more.

According to the video, Ikea promotes sustainability through storytelling by reframing Green Friday, a day typically associated with overconsumption, into an event that promotes reuse. The video uses the slogan "Turn Black Friday a little greener" and explains how Ikea will buy back old furniture and resell it. This creates a circular economy where Ikea customers can buy used furniture at a potentially lower price and give old furniture a new life. Ikea emphasizes that this is not just good for the planet but also good for the wallet, framing sustainability as a win-win.

▪ INTRODUCING IKEA CLEAN ENERGY SERVICES

The video entitled Introducing IKEA Clean Energy Services explores a novel service provided by IKEA, enabling customers to procure clean energy. The orator in the video, assumed to be a senior executive at IKEA, deliberates on the imperative nature of IKEA's transition towards providing clean energy services to have a positive impact on the environment and aid customers in saving finances. The speaker affirms IKEA's dedication to ensuring the accessibility of clean energy universally and perpetually. The video was posted on June 26, 2020, on the IKEA channel.

As per the video, Ikea employs storytelling as a tool to advocate for sustainability, underscoring that engaging in positive actions for the planet can also yield economic benefits for customers and enhance their quality of life. The narrator addresses the influence of humanity on the environment and the necessity to devise solutions that are advantageous for both the planet and the clientele. Ikea positions itself as a corporation capable of assisting customers in conserving both money and energy while concurrently contributing to a healthier planet. This narrative advances sustainability by portraying it as a mutually beneficial scenario for both the customer and the environment.

▪ IKEA Sustainability Ad "The Wonderful Everyday".

In IKEA's sustainability ad titled "The Wonderful Every day," the company employs storytelling marketing techniques to convey its commitment to sustainability and inspire consumers to adopt eco-friendly practices. The ad opens with serene scenes of nature, accompanied by a soothing soundtrack, creating a sense of tranquility and connection with the environment. As the ad progresses, viewers are introduced to a family living a sustainable lifestyle, showcasing IKEA products designed for energy efficiency, recycling, and waste

reduction. The narrative unfolds through the family's daily activities, highlighting moments of eco-consciousness, such as using reusable containers, composting, and choosing sustainable materials for home furnishings.

Analysis of Storytelling Marketing Techniques:

- **Emotional Appeal:** The ad taps into emotions by portraying the joys of simple, sustainable living. Scenes of family bonding, gardening, and cooking together evoke feelings of warmth, happiness, and nostalgia, making sustainability relatable and desirable.
- **Character Development:** The family serves as relatable characters, representing the target audience and embodying values of environmental responsibility. By showcasing their journey towards sustainability, IKEA humanizes the message and encourages viewers to envision themselves adopting similar practices.
- **Narrative Arc:** The ad follows a narrative arc, beginning with an introduction to the family's lifestyle, escalating with challenges and solutions related to sustainability, and concluding with a sense of achievement and fulfillment. This storytelling structure keeps viewers engaged and invested in the message.
- **Visual Representation:** Visual cues, such as energy-efficient appliances, eco-friendly materials, and recycling bins, reinforce IKEA's sustainability messaging. These visuals make sustainability tangible and showcase IKEA's range of sustainable products and solutions.
- **Call to Action:** The ad concludes with a call to action, encouraging viewers to explore IKEA's sustainable product offerings, adopt eco-friendly practices, and make a positive impact on the environment. This call to action motivates viewers to translate inspiration into action.

▪ **IKEA Sustainability Ad "Our Little World".**

In the ad "Our Little World," IKEA employs storytelling marketing techniques to highlight the importance of sustainable living and the impact individuals can make on the environment. The ad features a young girl exploring her backyard, discovering the wonders of nature and the interconnectedness of all living things. As she interacts with plants, animals, and natural elements, the ad emphasizes themes of biodiversity, conservation, and environmental stewardship.

Analysis of Storytelling Marketing Techniques:

- **Narrative Journey:** The ad takes viewers on a narrative journey through the eyes of the young girl, inviting them to experience the beauty and fragility of the natural world. This narrative approach creates a sense of empathy and connection with nature, aligning with IKEA's sustainability values.
- **Symbolism and Metaphors:** Symbolic elements, such as a small seed growing into a flourishing plant or animals coexisting harmoniously, serve as metaphors for sustainability principles. These visual metaphors convey messages of growth, resilience, and the potential for positive change through sustainable actions.
- **Emotional Resonance:** The ad evokes emotions of wonder, awe, and responsibility, prompting viewers to reflect on their relationship with the environment and the impact of their daily choices. By appealing to emotions, IKEA motivates viewers to consider adopting more sustainable behaviors.
- **Educational Content:** Through visuals and narration, the ad educates viewers about key sustainability concepts, such as biodiversity, ecosystem health, and the importance of preserving natural habitats. This educational aspect adds depth to the storytelling and raises awareness about environmental issues.
- **Empowerment and Action:** The ad concludes with a message of empowerment, encouraging viewers to take small steps towards sustainability in their own lives. Whether it's planting a garden, reducing waste, or choosing eco-friendly products, IKEA inspires viewers to be agents of positive change.

▪ **KEA Sustainability Ad "The Dream".**

IKEA utilizes storytelling marketing strategies in the advertisement "The Dream" to demonstrate its dedication to both sustainable practices and accessible living. The narrative of the ad centers around a youthful couple envisioning the realization of their perfect home, all the while remaining mindful of their ecological footprint. Viewers are presented with scenes depicting the couple's adoption of sustainable behaviors, including the utilization of energy-efficient lighting, repurposing materials for do-it-yourself projects, and integrating environmentally friendly furniture into their home decor.

Analysis of Storytelling Marketing Techniques:

- **Aspirational Storytelling:** The ad presents an aspirational story of a couple pursuing their dream home while also prioritizing sustainability. This aspirational narrative resonates with viewers' desires for a better future and positions IKEA as a partner in achieving both aesthetic and environmental goals.
- **Transformation Narrative:** The ad features a transformation narrative, showing the couple's journey from envisioning their dream home to making sustainable choices and bringing their vision to life. This narrative structure inspires viewers by showcasing the potential for positive change through sustainable actions.
- **Visual Representation of Sustainability:** Visual cues, such as recycled materials, energy-efficient appliances, and sustainable furniture designs, visually communicate IKEA's sustainability efforts. These visuals reinforce the ad's messaging and demonstrate practical ways consumers can incorporate sustainability into their living spaces.
- **Inclusive Messaging:** The ad promotes inclusivity by depicting a diverse couple and highlighting how sustainability is accessible to everyone, regardless of background or budget. This inclusive messaging expands the appeal of sustainability and encourages broader adoption of eco-friendly practices.
- **Empathy and Relatability:** By focusing on the couple's journey and emotions, the ad creates empathy and relatability with viewers. It portrays sustainability as a personal and meaningful choice, fostering a connection and sense of shared values between IKEA and its audience.

▪ **IKEA Sustainability Ad "The Seedling".**

In the ad "The Seedling," IKEA employs storytelling marketing techniques to convey the message of sustainable living and the importance of nurturing nature. The ad features a young girl who discovers a tiny seedling in her backyard and takes it upon herself to care for it. As the seedling grows, so does the girl's connection to nature, leading her to make sustainable choices in her daily life, such as conserving water, recycling, and using energy-efficient lighting.

Analysis of Storytelling Marketing Techniques:

- **Symbolism and Metaphor:** The seedling serves as a symbolic representation of sustainability and growth. It represents the potential for positive change and the impact individuals can make by taking small, sustainable actions. The ad uses metaphorical storytelling to convey complex sustainability concepts in a relatable and accessible manner.
- **Character Development:** The young girl undergoes character development throughout the ad, transitioning from curiosity to responsibility and empathy towards nature. This character arc mirrors the audience's potential journey towards embracing sustainability in their own lives.
- **Visual Storytelling:** The ad leverages visual storytelling techniques, such as vibrant imagery of nature, close-up shots of the seedling's growth, and contrasting scenes of eco-friendly practices versus wasteful behaviors. These visuals create a compelling narrative and engage viewers visually, reinforcing the ad's sustainability message.
- **Emotional Connection:** Through the girl's emotional connection to the seedling and nature, the ad establishes an emotional connection with viewers. It taps into emotions of care, empathy, and stewardship, prompting viewers to reflect on their relationship with the environment and the role they play in preserving it.
- **Call to Action:** The ad concludes with a call to action, encouraging viewers to join the movement towards sustainable living by making conscious choices and supporting initiatives that protect the planet. This call to action empowers viewers to take ownership of their environmental impact and participate in positive change.

▪ **IKEA Sustainability Ad "The Future Starts Now".**

In the ad "The Future Starts Now," IKEA employs storytelling marketing techniques to address the urgency of climate change and inspire action towards a more sustainable future. The ad features a montage of scenes depicting environmental challenges, such as pollution, deforestation, and climate impacts, interspersed with moments of hope and action. Viewers are introduced to individuals and communities taking positive steps towards sustainability, such as using renewable energy, reducing waste, and supporting eco-friendly initiatives.

Analysis of Storytelling Marketing Techniques:

- **Narrative Structure:** The ad follows a narrative structure that progresses from highlighting environmental challenges to showcasing solutions and positive actions. This narrative arc creates a sense of urgency, agency, and empowerment among viewers, motivating them to be part of the solution.
- **Visual Contrast:** Through visual storytelling, the ad contrasts scenes of environmental degradation with scenes of sustainability and resilience. This visual contrast effectively communicates the consequences of inaction while highlighting the potential for positive change through sustainable practices.
- **Storytelling through Diversity:** The ad features a diverse range of characters, representing different ages, backgrounds, and lifestyles. This diversity in storytelling enhances relatability and inclusivity, showing that sustainability is a collective effort that transcends individual differences.
- **Emotional Appeal:** The ad evokes emotions of concern, hope, and determination, tapping into viewers' sense of responsibility towards the planet and future generations. Emotional storytelling prompts viewers to connect with the message on a deeper level and consider their role in shaping a sustainable future.
- **Empowerment Messaging:** The ad concludes with a message of empowerment, urging viewers to take immediate action and make sustainable choices in their lives. It emphasizes that every small action counts and that individuals have the power to create positive change collectively.

▪ **IKEA Sustainability Ad "The Sustainable Home".**

In the advertisement titled "The Sustainable Home," IKEA employs narrative marketing strategies to demonstrate the advantages and potentials of sustainable living. Within the advertisement, there is a depiction of a family in the process of adopting a sustainable way of life through the integration of IKEA's environmentally conscious products and resolutions into their residence. Observers are able to witness the family undergoing transformations such as utilizing energy-efficient household appliances, reusing materials, engaging in composting practices, and opting for sustainable materials in their furniture and decorations.

Analysis of Storytelling Marketing Techniques:

- **Narrative Journey:** The ad takes viewers on a narrative journey of the family's transformation towards sustainable living. It begins with the family's realization of the importance of sustainability, progresses through their implementation of eco-friendly practices, and culminates in a harmonious and environmentally conscious home environment.
- **Visual Storytelling:** Visual storytelling plays a significant role in the ad, showcasing IKEA's sustainable products in action. Close-up shots of energy-efficient lighting, recyclable materials, and eco-friendly designs visually communicate the benefits of sustainability and inspire viewers to consider similar choices for their own homes.
- **Lifestyle Integration:** The ad seamlessly integrates sustainability into the family's lifestyle, demonstrating that eco-friendly practices can be practical, affordable, and aesthetically pleasing. By showcasing a range of sustainable solutions for different areas of the home, IKEA encourages viewers to envision how they can adopt similar strategies in their living spaces.
- **Family Dynamics:** The ad portrays relatable family dynamics, including moments of collaboration, creativity, and joy in embracing sustainability. These relatable moments humanize the sustainability message, making it more accessible and engaging for viewers of all ages.
- **Educational Elements:** Throughout the ad, educational elements are incorporated, such as tips on reducing energy consumption, managing waste, and creating a sustainable home environment.

These educational snippets provide practical guidance and empower viewers to take actionable steps towards sustainability.

▪ **IKEA Sustainability Ad "The Journey of Sustainability".**

IKEA employs storytelling marketing techniques in the ad "The Journey of Sustainability" to illustrate the progression of sustainability in its product range and corporate practices. The advertisement underscores IKEA's dedication to environmental stewardship and social influence, highlighting pivotal milestones and strategies that have influenced its sustainability journey.

Examination of Storytelling Marketing Techniques:

- **Historical Narrative:** The advertisement commences with a historical narrative, tracing the beginnings of IKEA and its initial endeavors towards sustainability. It establishes context by emphasizing the company's foundational values of affordability, quality, and sustainability, and showcases the evolution of these values over time.
- **Visual Timeline:** The ad adopts a visual timeline layout to present important milestones and accomplishments in IKEA's sustainability endeavors. This visual storytelling approach renders the ad informative, compelling, and easy to track, enabling audiences to comprehend IKEA's sustainability advancements in a chronological manner.
- **Case Studies and Success Stories:** Throughout the advertisement, IKEA integrates case studies and success stories pertaining to sustainability. These narratives feature real-world instances of IKEA's sustainable products, collaborations with environmental groups, investments in renewable energy, and initiatives for community involvement, illustrating the concrete impact of IKEA's sustainability endeavors.
- **Corporate Values and Mission:** The advertisement reaffirms IKEA's corporate values and mission statement, underscoring the company's pledge to "enhance everyday life for many individuals." By aligning sustainability with its fundamental values, IKEA establishes credibility and authenticity in its sustainability communication.
- **Call to Action and Future Outlook:** The advertisement concludes with a call to action, urging viewers to participate in IKEA's

journey towards a more sustainable future. It delineates IKEA's forthcoming sustainability objectives and invites consumers to contribute to the cause by endorsing eco-conscious products, minimizing waste, and advocating for sustainable practices in their societies.

▪ **IKEA Sustainability Ad "The Ripple Effect".**

IKEA employs storytelling marketing techniques in the advertisement "The Ripple Effect" to demonstrate the beneficial outcomes of sustainable decisions on individuals, societies, and the environment. The ad chronicles the experiences of an individual who embraces eco-friendly choices in their daily routine, leading to the inspiration of others and a wider positive influence.

Analysis of Storytelling Marketing Techniques:

- **Utilization of Character-Centric Storytelling:** The advertisement revolves around a relatable character, such as a young professional, a parent, or a retiree, navigating their sustainable lifestyle choices. This approach enables viewers to relate to the protagonist and envision themselves in similar scenarios, fostering a personal connection with the sustainability narrative.
- **Utilization of Narrative Progression:** The advertisement unfolds through a narrative progression, commencing with the protagonist's initial sustainable decision, showcasing the ripple effect as others are motivated to emulate, and culminating in a communal or societal impact. This narrative framework builds anticipation and engagement, illustrating to viewers the potential for positive transformation through individual initiatives.
- **Employment of Visual Representation of Impact:** Visual storytelling methods, like animated graphics or visual effects, can be employed to illustrate the ripple effect and the interconnectedness of sustainable decisions. For instance, illustrating how one person's choice to recycle results in reduced waste, cleaner surroundings, and healthier communities can visually convey the significance of sustainability.
- **Engagement on an Emotional Level:** The advertisement elicits emotions such as hope, empowerment, and optimism by illustrating the collective influence of small, sustainable actions. Viewers are encouraged to believe that their personal choices

hold significance and can contribute to a broader movement towards sustainability.

- **Advocacy for Collaboration:** The advertisement advocates for collaboration and collective accountability in promoting sustainability. By showcasing how individuals, businesses, and communities can collaborate towards shared objectives, IKEA motivates viewers to perceive themselves as integral components of a larger sustainability initiative.

- **IKEA Sustainability Ad "The Green Home Makeover".**

In the advertisement "The Green Home Makeover," IKEA utilizes narrative techniques of storytelling marketing to illustrate the transformative potential of sustainable choices in home environments and their positive impact on the environment. The advertisement depicts a family embarking on a journey to revamp their home with eco-friendly products and solutions offered by IKEA.

Analysis of Narrative Techniques in Storytelling Marketing:

- **Narrative of Transformation:** The advertisement follows a narrative of transformation, portraying the family's transition from a traditional household to a green and sustainable living space. Viewers are guided through the process of integrating energy-efficient appliances, environmentally conscious furniture, sustainable materials, and intelligent home solutions into the design of the home.
- **Before-and-After Visuals:** Visual storytelling is enriched by before-and-after images that showcase the striking changes and enhancements brought about by the green home makeover. This visual juxtaposition captures the audience's attention and underscores the positive effects of sustainable choices on the appearance, functionality, and ecological sustainability of the home.
- **Endorsements from Experts:** The advertisement might include endorsements or testimonials from sustainability professionals, interior designers, or environmental advocates to bolster IKEA's claims regarding sustainability. These endorsements lend credibility and authority to the benefits of selecting eco-friendly products and methods.

- **Interactive Components:** Interactive features like clickable areas or virtual tours of the eco-friendly home renovation can be incorporated into the advertisement to engage viewers and enable them to explore the sustainable elements in depth. This interactive storytelling method promotes viewer involvement and comprehension of sustainability principles.
- **Informative Content:** The advertisement integrates educational material on sustainable living, offering advice, recommendations, and insights into eco-friendly behaviors. This informative aspect equips viewers with knowledge and motivates them to make well-informed choices regarding sustainability within their residences.

▪ **IKEA Sustainability Ad "The Circle of Sustainability".**

IKEA employs storytelling marketing techniques in the advertisement "The Circle of Sustainability" to demonstrate the interconnectedness of sustainable practices and their beneficial effects on the environment, society, and individuals' well-being. The ad presents a narrative that traces the life cycle of IKEA products, starting from the utilization of sustainable materials to the manufacturing process, product usage, and eventual recycling or repurposing.

Analysis of Narrative Marketing Strategies:

- **Lifecycle Narrative:** The advertisement utilizes a lifecycle narrative strategy, portraying the complete journey of IKEA products within the context of sustainability. This narrative framework enables viewers to comprehend the comprehensive impact of sustainable decisions at each phase of a product's life cycle.
- **Visual Depiction:** Visual storytelling methods, including animations, infographics, and images, are employed to visually depict the circle of sustainability. Audiences are visually guided through the sourcing of sustainable materials, implementation of energy-efficient manufacturing practices, design of products for durability and recyclability, and reduction of waste through recycling or repurposing.
- **Focus on Circular Economy:** The advertisement underscores the idea of a circular economy, where resources are utilized effectively, products are designed for reusability or recycling, and waste generation is minimized. By highlighting IKEA's

dedication to circularity, the ad advocates for sustainability as an ongoing and regenerative process.

- **Engagement with Consumers:** The advertisement promotes consumer engagement by emphasizing the role of individuals in the sustainability cycle. Viewers are prompted to make informed decisions, such as purchasing long-lasting and recyclable products, adopting responsible consumption habits, and participating in IKEA's sustainability programs.
- **Narrative of Influence:** Through storytelling, the advertisement narrates a tale of positive influence, demonstrating how IKEA's sustainable methods contribute to environmental preservation, resource efficiency, waste reduction, and community welfare. This narrative of influence motivates viewers to perceive sustainability as a catalyst for constructive transformation.

▪ **IKEA Sustainability Ad "The Sustainable Community Project"**

The advertising campaign titled "The Sustainable Community Project" by IKEA employs narrative marketing strategies to demonstrate its engagement in establishing sustainable communities. The advertisement presents a storyline that focuses on a particular community or locality where IKEA has implemented diverse sustainability measures, including environmentally-friendly constructions, green areas, renewable energy installations, and community involvement initiatives.

Analysis of Narrative Marketing Strategies:

- **Emphasis on Community-Centric Narratives:** The advertisement revolves around a specific community, emphasizing the difficulties they encounter and the beneficial changes brought about by IKEA's sustainability efforts. This community-centric narrative approach makes the advertisement relatable and impactful, allowing viewers to witness the direct advantages of sustainability at a grassroots level.
- **Utilization of Before-and-After Narratives:** The advertisement might incorporate a before-and-after narrative, illustrating the evolution of the community prior to the implementation of IKEA's sustainability interventions and after their execution. This narrative framework effectively conveys the concrete influence of

sustainable practices on enhancing the quality of life, decreasing environmental impact, and promoting community welfare.

- **Incorporation of Endorsements and Conversations:** The advertisement could incorporate endorsements or discussions with community members, local authorities, or stakeholders who have profited from IKEA's sustainability initiatives. These individual testimonies enhance credibility and emotional appeal to the narrative, demonstrating authentic experiences and viewpoints.
- **Integration of Visual Evidence:** Visual narrative elements, such as aerial footage, time-lapse recordings, and interactive maps, can be utilized to visually record the sustainable changes within the community. These visuals offer compelling proof of IKEA's contributions to establishing more sustainable and habitable surroundings.
- **Encouragement for Engagement:** The advertisement concludes with a call to action, urging viewers to endorse and engage in sustainable community endeavors. It may encourage viewers to explore IKEA's retail outlets or online platforms to gain insights into the company's sustainability projects and how they can participate in similar initiatives within their own communities.

▪ **IKEA Sustainability "The Sustainable Innovation Showcase".**

In "The Sustainable Innovation Showcase" advertisement, IKEA utilizes storytelling marketing strategies to emphasize its progressive approach to sustainability within product design and development. The advertisement presents a narrative that acquaints audiences with IKEA's most recent sustainable advancements, including the utilization of eco-friendly materials, energy-efficient solutions, and initiatives related to the circular economy.

Analysis of Storytelling Marketing Techniques:

- **Emphasis on Products:** The advertisement centers on highlighting IKEA's sustainable products and advancements as the primary storyline. It introduces audiences to novel and inventive designs that prioritize environmental sustainability, longevity, and utility.
- **Insights into the Process:** The advertisement could incorporate behind-the-scenes footage or interviews with IKEA's designers, engineers, and sustainability specialists. These insights offer

viewers a peek into the creative process behind sustainable product development and underscore IKEA's dedication to ongoing innovation.

- Utilization of Visuals: Visual storytelling techniques, such as product demonstrations, prototypes, and interactive elements, may be employed to exhibit the functionality and advantages of IKEA's sustainable advancements. These visuals aid viewers in comprehending how sustainable design can enrich their lives while lessening environmental impact.
- Educational Component: The advertisement integrates educational content on sustainability, elucidating topics like renewable materials, energy efficiency, waste reduction, and principles of the circular economy. This educational dimension equips viewers with knowledge concerning sustainable design and motivates them to make informed decisions.
- Encouragement for Sustainable Practices: The advertisement motivates audiences to embrace a more sustainable way of life by illustrating how IKEA's groundbreaking products and solutions can be incorporated into daily living. It showcases pragmatic approaches for individuals to diminish their ecological footprint and contribute to a more environmentally friendly future.

▪ **IKEA Sustainability Ad "The Eco-Friendly Home Tour"**

The advertisement named "The Eco-Friendly Home Tour" by IKEA employs narrative marketing strategies to lead audiences on a virtual journey of an environmentally conscious residence furnished with IKEA's sustainable products. Within this advertisement, a story unfolds, unveiling various sections of the house, emphasizing eco-conscious design decisions, energy-efficient solutions, and sustainable lifestyle practices.

- Immersive Virtual Tour: The advertisement provides an immersive encounter by replicating a virtual exploration of an eco-friendly household. Viewers are steered through different spaces, including the living area, bedroom, kitchen, and outdoor area, where IKEA's sustainable merchandise and design components take center stage.
- Room-by-Room Storytelling: The advertisement embraces a room-by-room storytelling tactic, concentrating on distinct zones of the

residence to exhibit how sustainable selections can be integrated into diverse living areas. Each room showcases essential sustainability aspects such as LED illumination, water-conserving fittings, repurposed materials, and energy-efficient gadgets.

- **Interactive Elements:** Interactive components, such as clickable regions of interest or informative pop-up windows, can be incorporated into the advertisement to offer further information regarding each sustainable aspect or product featured in the virtual home showcase. This interactive functionality actively engages viewers, enabling them to delve into sustainability concepts at their own preferred pace.
- **Personalization and Customization:** The advertisement could highlight IKEA's adaptable and customizable designs that empower homeowners to tailor their environments while upholding sustainability principles. Viewers are presented with various examples of flexible furniture pieces, storage solutions, and decorative choices that advocate for durability, practicality, and environmental consciousness.
- **Expert Insights and Tips:** Throughout the virtual home exhibition, IKEA might provide expert perspectives, recommendations, and proven strategies for establishing an environmentally-friendly household. These insights may originate from interior design professionals, sustainability specialists, or individuals who have effectively integrated sustainable design principles into their domestic settings.

Moreover, this study has explored the various dimensions of sustainability in the context of the IKEA brand. An examination of IKEA's sustainability endeavors, including their utilization of narrative marketing methods, reveals the active involvement of the company in encouraging consumers to embrace sustainable behaviors. Through the incorporation of storytelling in their promotions, IKEA effectively conveys the significance of sustainability and motivates consumers to adopt environmentally friendly practices in their households.

Furthermore, IKEA's dedication to sustainability is visible not just in its marketing approaches but also in its product development and manufacturing procedures. The company's focus on utilizing renewable resources, minimizing waste, and advocating for circular economy principles significantly contributes to its overall sustainability profile. This comprehensive strategy highlights IKEA's commitment to making a favorable environmental impact while satisfying its customer base.

Additionally, the integration of sustainability themes in the IKEA museum underscores the brand's forward-looking vision and dedication to promoting awareness and education on sustainable lifestyles. Through exhibitions and interactive exhibits, IKEA presents its sustainability journey and encourages visitors to participate in sustainable actions both at home and in broader societal settings. In general, IKEA emerges as a trailblazer in the field of sustainability, employing innovative marketing tactics, sustainable product offerings, and educational programs to advocate for a more environmentally friendly future.

Margins

¹ **The United Nations:** The Brundtland Commission, established by the United Nations, famously defined sustainability in 1987 as: "meeting the needs of the present without compromising the ability of future generations to meet their own needs." https://www.un.org/esa/sustdev/csd/csd15/media/backgrounder_brundtland.pdf

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