

CASE STUDY



IKEA MEASURING TAPE

IKEA's catalogue has reached cult status, and while people expected to receive the catalogue every Autumn, excitement around the catalogue drop was diminishing.

In order to rebuild consumer interest, the furniture giant sent out a direct mail piece, 'The Most Helpful Measuring Tape In The World' - a tape measure containing small messages encouraging home- owners to start measuring up for their new furniture.

11% HIGHER THAN
THE PLANNED
SALES GOAL

**SALES
INCREASED BY
13.5%**