

IKEA Launches Furniture Take-Back Service



Take-back service launch: communications overview

On November, 1 IKEA Russia launched a pilot project of furniture take-back service.

To enhance the effect, communications were split into 2 waves:

- Press breakfast teaser announcement;
- Press-tour to IKEA Industry Novgorod for media and influencers + press release distribution.

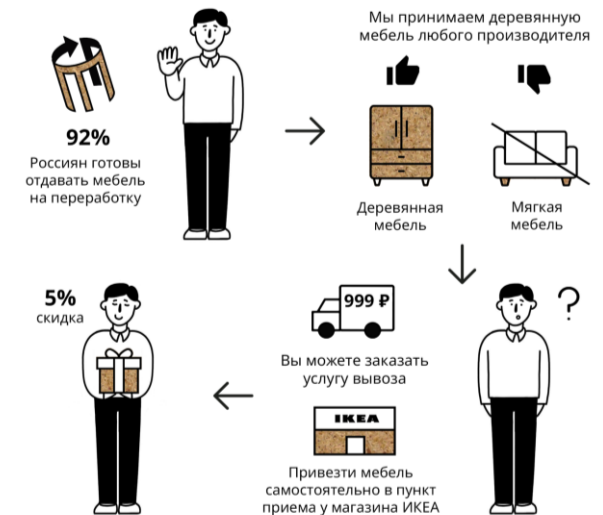
The topic was widely covered by federal and regional leading newswires, general interest, eco & lifestyle media. All coverage is neutral-positive.

Bloggers and journalists who attended the press tour reacted to the news in a positive way. They posted almost 200 highly positive stories and posts from the factory.



Прием на переработку и благотворительность

Воспользуйтесь новым сервисом, чтобы ненужная мебель не оказалась на свалке, а обрела вторую жизнь



Coverage Overview

News	Media coverage	Tone of voice	Reach
<p>IKEA launched its furniture recycling project in St Petersburg on November 1.</p>	<p>A total of 180 stories have appeared in the Russian media.</p> <p>Over 1 000 pieces have appeared on social media in Russia.</p>	<p>Overall tone of voice is positive-neutral.</p>	<p>Estimated reach is 665 581 200.</p> <p>Estimated reach on social media is 19 365 055.</p>

Top Online Coverage

ИКЕА с ноября запустит проект переработки старой мебели

ИКЕА начнет принимать мебель для переработки

ИКЕА 1 ноября запускает в Петербурге свой первый проект по переработке деревянной мебели

ИКЕА в России начала принимать старую деревянную мебель в обмен на скидку

ИКЕА начнёт принимать ненужную мебель на переработку

[IKEA to launch furniture recycling project in November - Kommersant](#)

[IKEA to start taking furniture back for recycling - Vedomosti](#)

[IKEA launches first wooden furniture recycling project in St Petersburg on November 1 - Vesti](#)

[IKEA Russia began taking back old wooden furniture for discount – Inc.](#)

[IKEA to begin taking unneeded furniture back for recycling - Wonderzine](#)

Коммерсантъ

ВЕДОМОСТИ

Н ВЕСТИ

Inc.

WONDER