


<b>Press Information</b>		
<b>Issued by:</b> IKEA UK and Ireland Ltd. 	<b>IKEA Press Office</b> 255 North Circular Road, London NW10 0JQ	<b>Date:</b> October 8th, 2010

## **YOU'LL ALWAYS FIND IKEA IN THE KITCHEN AT PARTIES**

London, 7<sup>th</sup> October 2010 - Home furnishings company IKEA is set to unveil its latest advertising campaign based around the creative idea that 'you always end up in the kitchen at parties'.

The campaign kicks off with a new release of Jona Lewie's 1980 hit '*You'll Always Find Me In The Kitchen At Parties*' as well as a music video on Thursday 7<sup>th</sup> October. The track, carrying the same name, is performed by up-and-coming UK group 'Man Like Me' and is remixed by legendary producer Arthur Baker. The music video sees the band along with a special guest appearance by Jona Lewie experiencing four very different IKEA kitchen parties. And very soon, viewers of the You Tube channel will be able to roll over items featured in the music video and purchase them from the IKEA Kitchens site.

The music promo has been cut down to a 60 second ad which will first be aired in this Saturday night's X Factor ad breaks on ITV.

For the music promo, click on:

[http://www.youtube.com/user/thekitchenbyikea#p/a/u/1/s\\_LIai0MAbE](http://www.youtube.com/user/thekitchenbyikea#p/a/u/1/s_LIai0MAbE)

And for the 60 second ad, visit:

<http://www.youtube.com/user/thekitchenbyikea#p/a/u/0/mweZH3bOFG4>

"We know from insight that people spend most of their time at home in the kitchen - using it as a social, living space as well as a place to cook. And it's widely accepted that the best place to be at a party is in the kitchen," says ad agency Mother.

“Because of the functional aspects of its design and durability, the best party kitchen to be in is naturally an IKEA kitchen.”

“The music video shows Jona Lewie, ‘Man Like Me’ and friends partying their way through four IKEA kitchens to the track *You’ll Always Find Me In The Kitchen At Parties*” explains Anna Crona Director of Marketing at IKEA.

“At IKEA we rigorously test our kitchens so they stand up to anything that the liveliest of parties throws at them. For example, our kitchen surfaces are tested with alcohol, coffee and grease so they can withstand party stains like coffee, wine and grease – even after they are left there for 24 hours. Plus, we open and shut our drawers 200,000 times to ensure they are really durable. And for a full week our cabinets must bear the weight of 135 kilos - the same as 400 porcelain plates - which is great for a party kitchen when your guests can end up sitting or even dancing on your counter tops! Mother has done a great job of communicating that IKEA makes durable party kitchens, which are guaranteed for 25 years.”

The music video and remastered version of Jona Lewie’s original track will be launched by music label Southern Fried to the music industry later this week.

The music track will be available on Amazon and iTunes this Saturday.

**ENDS**

**For further information about this campaign and IKEA, please email**

**Cake: [ikeateam@cakegroup.com](mailto:ikeateam@cakegroup.com) or tel: 020 7307 3100.**

**Notes to editor**

- This latest kitchens advert follows on from the IKEA Kitchen Squad advertising campaign which launched in February 2010
- There are 45+ styles to choose from in the IKEA kitchens range and 15 of these are ready in store to ‘take home today’
- Each IKEA kitchen comes with a free 25 year guarantee on FAKTUM and RATIONELL products, a free 5 year guarantee on all appliances and a free 3 year guarantee on any installation work carried out
- Customers can pay for a kitchen-planning expert to visit them at home to draw up their plans, or they can go solo by using the free home planning tool available at [IKEA.co.uk/kitchenplanner](http://IKEA.co.uk/kitchenplanner)

**Credits:**

AGENCY: Mother London  
ART DIRECTOR: Mother London  
COPYWRITER: Mother London

PLANNER: Mother London  
AGENCY PRODUCER: Mother London  
PHOTOGRAPHER: Fiona Garden  
DIRECTOR: Kim Gehrig  
PRODUCTION COMPANY: Academy Films  
PRODUCER: Laura Hegarty  
EDITOR: Jo Guest  
POST PRODUCTION: MPC  
AUDIO POST PRODUCTION: Factory  
MUSIC: Jona Lewie  
DoP: Florian Hoffmeister  
MEDIA AGENCY: Vizeum  
MEDIA BUYER: Vizeum  
PR: Cake