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Press Information

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IKEA Appoints Mother to UK and Ireland Business

IKEA has appointed Mother to spearhead the next phase of its business and brand development in the UK and Ireland.

The appointment sees Mother take over all creative and digital communication responsibilities from BMB, who have held the account since 2007.

Anna Crona, Director of Marketing said;

"We have very big plans for our brand and business in the UK and Ireland and want to have the best creative partner on board to help realise our ambitions. We have known Mother for some time and are excited about what they can bring to our business. Their creative work is exceptional, but just as important is their retail expertise and direct ways of working which provide the perfect cultural fit with IKEA."

Stef Calcraft, Partner at Mother said;

"IKEA is not only an iconic brand it is a truly inspiring business. It represents a treasure trove of creative opportunity and we are hugely excited at the prospect of combining Mother's full range of skills and talents with those of IKEA."

The appointment of Mother is part of IKEA's ongoing review of its creative, digital and media partners. In October 2009 IKEA appointed Cake to handle its PR strategy and campaigns and in November 2009 IKEA awarded Vizeum its media buying and planning account.

Mother will start by developing work that will be launched early autumn 2010

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For further information contact

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