



FOR IMMEDIATE RELEASE

## **IKEA EXPANDS ITS SOCIAL MEDIA PRESENCE**

**Mutiara Damansara, Petaling Jaya, 3 October 2011** – Home furnishing retailer IKEA has just gotten even friendlier and closer to you with its new social media initiative, will be launching its new IKEA Facebook page on October 3. Through this innovative and important communication space that combines tools like Facebook, Twitter, Youtube and blogs, the company hopes to strengthen engagement with fans of IKEA and reach out to new friends at the same time.

“IKEA is excited about expanding its social media presence as it provides us with another medium to interact with our consumers and reach out to them. Today’s consumers are gadget savvy and spend more time online seeking information, exchanging ideas and making decisions based on what they gather. It is important that we take these trends into consideration and communicate with them through this new platform. With the launch of our new Facebook page, customers can now talk to us, tell us their needs and play a part in shaping our business to being more relevant to their living anytime, anywhere” says Irene Lau, Regional Marketing Manager of Ikano Retail Asia.

Online users can look forward to a plethora of interesting and inspiring activities for themselves, for their homes. Always been a fan of IKEA home furnishing? ‘Like’ and befriend IKEA on the IKEA Facebook page. Need inspiration for your new home in an instant? Let IKEA interior designers share fun tips with you just a click away. Want to keep up with what is happening in the IKEA store? Be the first to get live updates online.

Consumers can now receive timely updates of the stores’ activities, learn more about home furnishing tips not just from IKEA but also share and interact with other home-loving Facebook users in real time wherever they are. Designed and managed by One9ninetly, a specialist in social media, the Facebook site will serve both the Malaysia and Singapore markets.

The Facebook page is kept simple and friendly to browse just like how anyone would surf around their own site to make users feel right at home when they enter. The page is suitable for all types of smart phones, with straightforward and uncluttered pages for quick and easy navigation on mobile browsers.

“We are thrilled to embark on this exciting journey with one of the best brands out there. The multi-phased approach recommended is largely data driven and places a strong focus on community building, crowd-sourcing and exciting online activation campaigns. In close partnership with Facebook, we will develop a large and engaged fan base for IKEA Malaysia and Singapore as well as increase the IKEA iWOM (Internet word-of-mouth) across the social web,” says Laurent Verrier, Managing Director of One9ninetly Pte Ltd.

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### **About IKEA**

Home is the most important place in the world. A personal space and comforting spot where family and friends gather, where children learn and grow. A place where everyone is welcome to just hang out, everyday. IKEA helps to create a better everyday life at home for the many people.

Since its 1943 founding in Sweden, IKEA has offered a wide range of well-designed home furnishings and functional living solutions at prices so low that the many people can afford them. IKEA believes that showing responsibility for people and the environment is a condition for doing good business. This means that IKEA's low prices must not be at the expense of people or the environment – low price but not at any price. IKEA incorporates environmentally friendly efforts into its day-to-day business and continuously supports initiatives benefiting causes such as children and the environment. Read about IKEA's sustainability efforts at [www.IKEA.com.my/sustainability](http://www.IKEA.com.my/sustainability). To date, there are more than 321 IKEA stores in 38 countries.

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