IKEA Communication Strategy is an interactive case study which details the history of IKEA Spain’s campaigns from its beginnings in 1996, until 2004. Students will become familiar with the different business objectives during these times and how they were achieved.

This interactive case study includes the following examples of communication:

- TV commercials
- Catalogue examples
- Outdoor/print publicity
The first two sections look at IKEA in the world and its successes. TV campaigns from different countries are used to show similarities in IKEA’s communication across the world.

A timeline details the beginnings of IKEA in the year 1943 and looks at some of the initial milestones.
The analysis of the communication strategy in Spain is separated into three periods. For each of these, students can study the business objectives and then see how these were achieved through TV commercials, print campaigns and annual catalogues.
The final section of this case details the dilemma that IKEA Spain was facing in 2004. Various possible new directions for the campaign were presented and IKEA had to decide upon a suitable option. After listening to a video from the author about the reasons for changes, students can analyze these possible future strategies.