

#MessIsMore





chomstar · 2 mo. ago

That bathroom looks so cozy

↑ 11 ↓ Reply Share ...



winterchainz · 2 mo. ago

Looks like my kid's rooms, in their permanent state..

↑ 2 ↓ Reply Share ...

IKEA®



Posted by u/magnizmusic 2 months ago

2.3k **IKEA catalog but with messy rooms**

↓ Showcase



juggler · 2 mo. ago

hey, how did you break into my house!?

↑ 2 ↓ Reply Share ...



cheese-bubble · 2 mo. ago

I feel this. I live this.

↑ 3 ↓ Reply Share ...



s84n · 2 mo. ago

What a brilliant idea ;)

↑ 249 ↓ Reply Share ...



FerretWithASpork · 2 mo. ago

I kind of love it.

↑ 3 ↓ Reply Share ...



musicalsigns · 2 mo. ago

"How your IKEA room will really look."

↑ 56 ↓ Reply Share ...



yoyoJ · 2 mo. ago

That's hilarious

↑ 4 ↓ Reply Share ...



Kadian13 · 2 mo. ago

That's brilliant. I'm convinced it would actually make a pretty good marketing campaign for IKEA

↑ 70 ↓ Reply Share ...

A **strong** majority of responses were **positive**.



Raumgreifend · 2 mo. ago

Goes to show that sometimes your home is not ugly, it's just messy.

↑ 82 ↓ Reply Share ...



Mrhomely · 2 mo. ago

Oh God it looks like my house. Maybe I let it go a little too far

↑ 3 ↓ Reply Share ...



vemailangah · 2 mo. ago

Finally, something relatable.

↑ 12 ↓ Reply Share ...



ricgalla · 2 mo. ago

Genius idea

↑ 4 ↓ Reply Share ...



Murrchik · 2 mo. ago

It's provocative I like that 😂

↑ 5 ↓ Reply Share ...

Insight: Young adults put a lot of pressure on themselves to keep it together and strive for this “**perfect life.**” But, life is messy and so are our living spaces.

Traditionally, IKEA follows a “**less is more**” mindset, selling products with a clean and minimalist aesthetic. Though, sometimes messy is what makes the best memories.

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“Look at Millennials and how they use social media. It’s very curated, we’re trying to create the perfect image, a highlight reel of the greatest moments of our lives. Gen Z is much more experimental, they’re much more messy, more chaotic, more emotional [on social channels].”



TV Script #1: Apology Video (30 sec.)

IKEA GUY APOLOGY VIDEO

trying to fix and position camera

"This is, by far, the hardest video we've ever had to make."

finally sets camera correctly

takes deep breath

(shaky voice)

"IKEA... has a special announcement."

dramatic pause

"We're sorry."

clears his throat

"IKEA isn't as perfect as you think we are."

eyes get watery

"We preach to you through our minimalist products that 'less is more'..."

sniffles

"...And though our furniture is less and clean and simple and affordable *gets distracted by how truly great the furniture is* ... life is still messy."

blows nose in tissue obnoxiously

"So, we take full responsibility... for your therapy sessions on 'your room is a reflection of your mind' that's galen (swedish word for crazy or loony) anyway."

"WE'RE SORRY."

turns camera around to reveal his messy living space with labeled IKEA products scattered everywhere

turns camera back around

grabs bowl of Swedish meatballs and sits back

crying while stress eating

"Nobody said better everyday life was perfect."

Screen goes black.

#MessIsMore



TV Script #2: Apology & Origin Story (2 min.)

"We're Sorry, Life's Messy"

The IKEA guy as Guy

Guy in black outfit in front of white background.

Crying hysterically with tissue

Guy: I don't know how to say this.

Dramatic pause, look to the side, wipe tear

Guy: I'm sorry.

Pause

Closes laptop and he appears in a village in Sweden in the 30s

Guy: I'm sorry that in 1931 a five-year-old started selling matches to the small village of Småland, Sweden.

Walks along a path through the poor village, he picks up each item he lists

Guy: And just like Jesus turned water to wine, he turned matches to fish to Christmas cards to pens to wallets. And when the time was right, his biggest experiment yet: furniture.

Transitions to small shack in the village where he sells the items

Guy: You see, the now 17-year-old boy knew success depended on being simple. He wanted to help the people of the countryside he said. But soon that countryside would become a tiny dot of the people he aimed to help. He wanted a better everyday life for the many people, he now said.

Guy: He never said that better everyday life would be perfect.

It starts raining/snowing/storming/gunshots as he walks in the small town in Sweden

Guy: If anybody knows that life is not perfect, it would be that five-year-old match-selling entrepreneur. He knows more than anybody that life is messy. That messy village on a messy farm during a messy depression in a messy world. But that mess meant more to him than anything else. That messy life brought him to the top of the world. That mess made memories. Memories that have lived on.

He ends previous monologue on top of a hill in Sweden (great view), transitions to him on horse and buggy

Guy: We're sorry. We're sorry that a five-year-old with matches fooled you into thinking your homes would be perfect because of our furniture.

Transitions back into a modern IKEA room, him on a messy couch

Guy: Hey, we're not perfect. Light the match, create the mess.

#MessIsMore



Teaser & Introduction Post



We've been lying to you. Less isn't always more. Life is messy, and sometimes, that's what makes it better. This month, we're hosting weekly events and inviting you to add more mess to our showrooms. Click the link in our bio to find out more. [#MessIsMore](#)



Introducing: Mess Appreciation Month

For **4 weekends** IKEA will be hosting #MessIsMore... Events to get more customers in stores!

Events will be held in some of the showrooms to create a more “lived-in” space. This brand activation will only further prove that IKEA products look good in **any** environment.



Weekend 1: Mess is more **fun**: paint rage room

Weekend 2: Mess is more **skills**: cooking classes

Weekend 3: Mess is more **fulfilling**: puppy activities

Weekend 4: Mess is more **memories**: hangouts





KEA Mess is more **fun**: Paint Rage Room

What: Paint rage rooms with 360 cameras

Where: All white showrooms

Merch: FREE overalls and Canvas IKEA bags (ONLY in stores)



Pandr Design Co
Roxy Prima and Phoebe Cornog

Instagram: 41.8k, Roxy-38k, Phoebe-27.4k

TikTok: Roxy- 85.9k, Phoebe- 82.1k





Mess is more **skills**: Cooking Classes

What: Learn how to cook easy, healthy, and affordable meals

Where: Kitchen showrooms

Merch: Participants bring home FREE IKEA cookware (ONLY in stores)



Tabitha Brown

Instagram: 4.2 million

TikTok: 5 million

YouTube: 950k





Mess is more **fulfilling** - Puppy Activities

What: Meet puppies and/or bring your own

- Puppy therapy: Sit and relax with puppies
- Puppy playground
- Puppy adoption: With local animal shelters

Where: Lounge showrooms & dog playground showroom

Merch: Dog owners get FREE IKEA dog toys, food, and accessories



Boobie Billie

Instagram: 265k followers





Mess is more **memories**: Hangouts

What: Activities and food in various showrooms to make memories at home

- Film photo booth, movies, video games, board games, snacks, music

Where: Movie room showrooms, old school photo booth will be set up in showroom

Merch: FREE picture frames and pillow/blanket sets



Illumitati

TikTok: 2.5 million

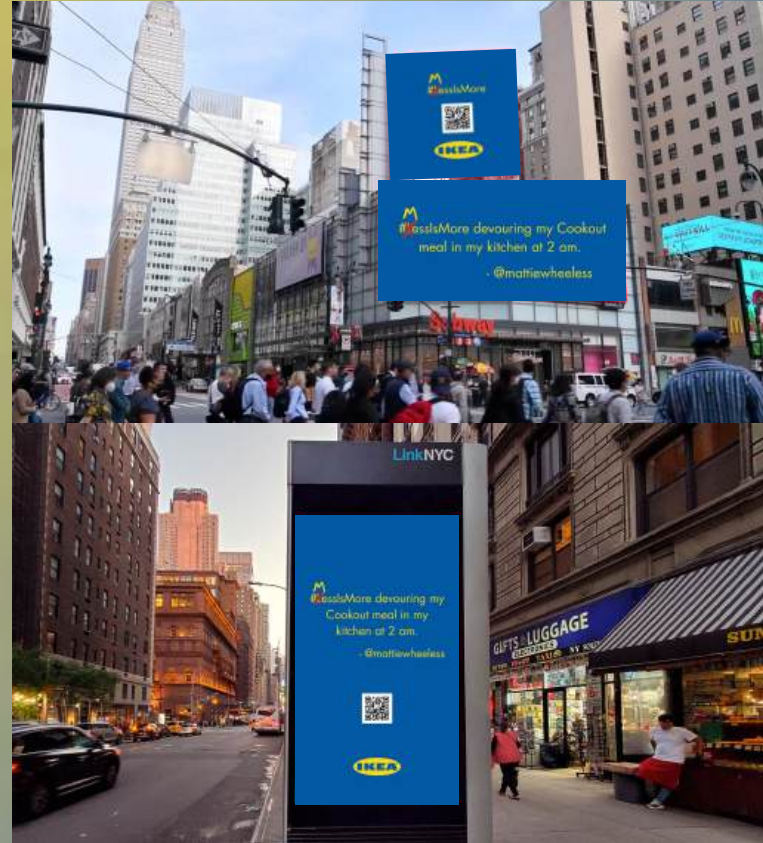
Instagram: 365k



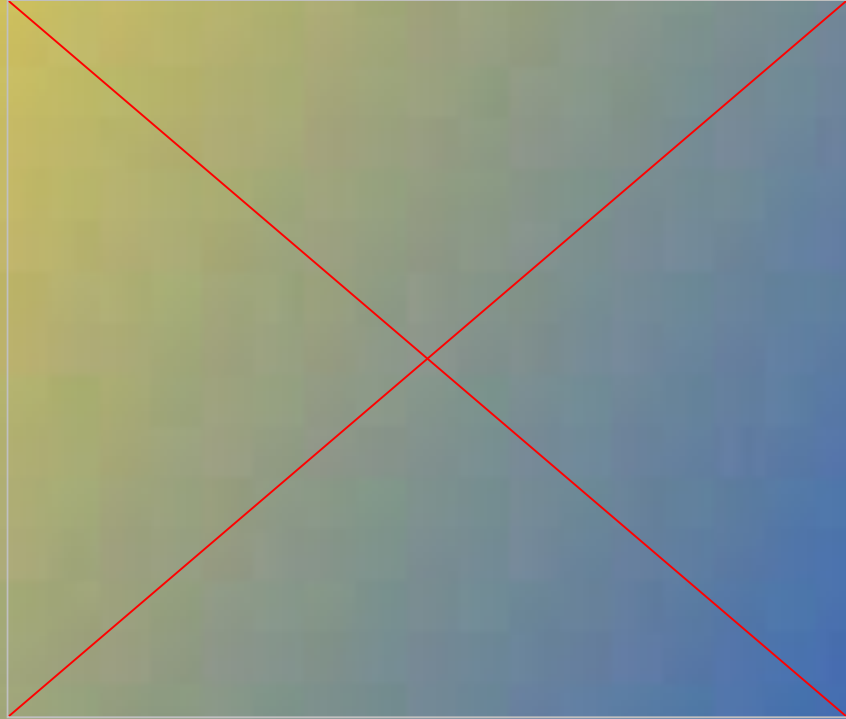
#MessIsMore_____ Tik Tok Challenge

Using the hashtag **#MessIsMore** and tagging **@ikea**, young adults get creative with their living spaces and share what messes mean to them.

- Funniest responses get featured on billboards and digital outdoor advertising
 - #MessIsMore **fast food meals in my kitchen at 2 am.**



#MessIsMore_____ Tik Tok Challenge Example





ikea



A room so perfect you just want to mess it up. Now you can. Life isn't perfect, it's messy. And that makes it more fulfilling. Come add life to our showrooms and make them real messy. Less isn't always more. [#MessIsMore](#)



Instagram Stories

 Less is more
_____.



 Less is more
fulfilling.



 Less is more
fun.



 Less is more
memories.



 Less is more
skills.



In Conclusion

We know two things: **IKEA believes in creating a better everyday life for the many people** and **life is messy**.

But, how do they connect?

By embracing everyday life messes.

IKEA has simple, clean, affordable furniture. The perfect furniture to host the messes of life.

Messy weekends at IKEA will intrigue many customers to stop in and shop at IKEA because, for the first time, they are going against perfection and showing real life, no matter how messy it gets.

