



IKEA Owns Back to College Chatter in Messaging



IKEA sticker takeaways:



3x more likely to be shared over other content in back to college conversations



3x more likely to be shared in positive conversations



109% lift in shares by animated stickers over static counterparts

The Challenge:

IKEA wanted to be top of mind for students, parents, friends and family members as they messaged about going back to college.

The Solution:

Emogi created custom IKEA sticker content that captured iconic products and back to college themes. Emogi's technology delivered this content in real time to consumers that expressed interest for the brand, chatted about going back to college/school, and when they used positive sentiments or positive emoji expressions.

As part of a creative refresh during the campaign, Emogi also created animated versions of the stickers.

The Success:

Emogi's users **actively engaged over 25,000 times** with IKEA's custom stickers within their back to college conversations.

- IKEA content was **3x more likely to be shared** over other content in back to college/school conversations including emoji like 🎓, 🎒, 📚
- IKEA content was **3x more likely to be shared** over other content within positive conversations including sentiments like "good morning", 😍, 😊
- Animated stickers during the creative refresh drove a **109% lift in shares** over their static counterparts