



# At Chinatown NEL

Client: IKEA  
 Campaign: Welcome Home to Family Reunions  
 Media: Concept Station  
 Duration: 14 Jan - 10 Feb 2013

## Our Success Story



“This ad is simple and the colours used remind me of the IKEA brand. With CNY approaching, this ad would be great in capturing a large number of home owners.”

Leong Hiew Ping  
Teacher



“This ad execution is unique as it showcases a wide range of IKEA’s products. The colours are simple and the captions are straight to the point.”

Mahfudz bin Mohamad  
Supervisor



“These ads portray a very homely atmosphere. I would definitely consider purchasing IKEA furniture in the future.”

Kiff Su  
Sales Co-ordinator

