

Press Release

IKEA in Greece is awarded for its Innovation in E-Commerce and Digital Communication

IKEA in Greece, a FOURLIS Group company, consistently focused on embracing digital technologies and tools, keeps celebrating significant achievements in the big award categories of the industry. After a successful progress at this year's **PEAK Performance Marketing Awards**, where the company received 3 awards, as well as at the **Social Media Awards**, with 3 distinctions, and another award at the

e-Bizz & Social Media Awards, IKEA collected 10 additional awards at the **2020 e-volution Awards**.

These awards are the result of IKEA's successful digital transformation, aiming to exceed consumers' expectations and create a complete and integrated positive experience for each customer. Harmoniously combining e-commerce with the "traditional" growth model, IKEA made maximum use of the digital media and new technologies, in order to offer a seamless omnichannel experience both on an offline and online level. At the same time, IKEA developed a creative digital communication strategy, with a dynamic plan of measurable, efficient and innovative practices. In more detail, in 2019 IKEA was distinguished in 4 different award ceremonies, receiving the following awards:

PEAK Awards 2019

1. GOLD Award for the campaign IKEA New Catalog Lower Prices 2018 in the category Best Performance in Home, Furniture & DIY
2. GOLD Award for the campaign IKEA New Catalog Lower Prices 2018 in the category Best Digital Multi-Channel Campaign, for the achievement of goals, combining two or more online channels
3. SILVER Award in the category Best Video Campaign, for the efficient use of advertising solutions in digital video platforms
4. SILVER Award in the category Best Display Campaign
5. SILVER Award in the category Best Paid Search Campaign, for the efficient use of the potential offered by search engine advertising

Social Media Awards 2019

1. SILVER Award in the category Best of Facebook Family of Apps – Innovation
2. GOLD Award in the category Best of Facebook Family of Apps – Communication
3. GOLD Award in the category Best of YouTube - Innovation

e-Bizz & Social Media Awards 2020

1. e-Tailer of the Year

E-volution Awards

1. E-shop of the year
2. Platinum Award in the category Customer Service & Operations
3. GOLD Award in the category Home, Furniture & DIY
4. GOLD Award in the category E-Commerce Innovation
5. GOLD Award in the category Redesign - Relaunch (Website)
6. GOLD Award in the category Customer Support
7. GOLD Award in the category Omnichannel Experience
8. SILVER Award in the category E-commerce Innovation
9. SILVER Award in the category Mobile Commerce
10. SILVER Award in the category Information Architecture

Following the rapid changes in the consumers' habits, as well as the retail landscape, IKEA keeps investing in innovation and technology upgrading its services.