

Feb-Mar 13 first runner up KLIPPBOK

Client: IKEA

Creative Agency: The Monkeys

Industry: Retail

Campaign overview

<http://www.thisisourawardentr.y.com/awards/klippbok/>

Campaign Information

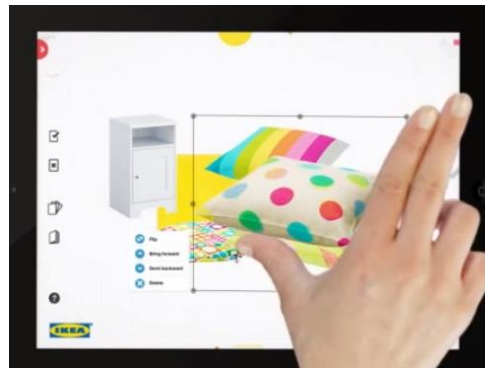
With IKEA being the ultimate 'hands on' furniture brand, The Monkeys created an iPad app: KLIPPBOK, which is Swedish for "scrapbook".

This allowed DIY decorators a space to mix and match IKEA products to create ideas for their home. With an easy to use design functionality, users could create collages, swatchbooks, roomsets and more allowing KLIPPBOK to be whatever they made of it.

Results included 53,000 downloads in over 100 countries and ranked number two in the Australia iTunes lifestyle category.

Judge's Comment

An involving creative platform with IKEA product at it's heart, a great example of how brands can think beyond buying media.



Share your KLIPPBOK

Your KLIPPBOK is almost finished. Just give it a name, and you'll be able to share it with your family and friends.

Our new home, darling!

Share my KLIPPBOK