

From: MMRNews (Multicultural Marketing News) [mailto:MMRNews@multicultural.com]
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FYI...See below news

Regards,

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IKEA AWARDS ACCOUNT TO OGILVY & MATHER

New York, NY, March 12, 2010 – IKEA, the world’s leading home furnishings retailer, announced today that it has awarded its integrated communications account to Ogilvy & Mather and *S,C,P,F, Ogilvy’s Hispanic agency partner.

The other finalists were Berlin Cameron United, Euro RSCG and The Kaplan Thaler Group. All agencies are located in New York.

"The combination of Ogilvy’s strategic insights and creativity will allow us to develop break through messaging and establish a more integrated approach to marketing communications," said Leontyne Green, Chief Marketing Officer, IKEA US. "We were privileged to work with the agencies in this pitch. Each brought a unique perspective and insights to move the IKEA business by targeting and communicating with consumers. We look forward to a long and successful partnership with the Ogilvy & Mather team."

John Seifert, Chairman and CEO of Ogilvy & Mather North America said, "IKEA is one of the world’s great companies and brands. We could not be more honored and thrilled to partner with them in growing their business to its full potential in the U.S."

Pile and Company (www.pileandcompany.com), the Boston-based management consulting firm, managed the review process.

IKEA, There currently are more than 300 IKEA stores in 38 countries, including 37 in the U.S., where other new stores will open in: Centennial, CO and Somerville, MA. Since its 1943 founding in Sweden, IKEA has offered a wide range of home furnishings and accessories of good design and function, at low prices so the majority of the people can afford them. IKEA has been ranked in FORTUNE’s annual "100 Best Companies to Work For" list (three years in a row), Working Mother magazine’s annual list of "100

Best Companies for Working Mothers” (four years in a row) and Training magazine’s annual “Top 125” ranking of companies that excel at human capital development (five years in a row). IKEA incorporates environmentally friendly and socially responsible efforts into day-to-day business, and continually supports initiatives that benefit causes such as children and the environment. For more information about IKEA, please go to www.IKEA-USA.com.

Ogilvy & Mather North America, (www.ogilvy.com), is the largest unit of Ogilvy & Mather Worldwide, a subsidiary of WPP Group plc (NASDAQ: WPPGY). It has offices in New York, Chicago, Los Angeles, San Francisco, Detroit, Durham, Minneapolis, Denver, and throughout Canada. Ogilvy & Mather North America brings together all the capabilities of the Ogilvy network to provide integrated marketing solutions to the agency’s clients. It encompasses Ogilvy & Mather Advertising, OgilvyEntertainment, OgilvyOne, Neo@Ogilvy, Ogilvy Healthworld, Ogilvy Public Relations, OgilvyAction and RedWorks.

About This Newsletter

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