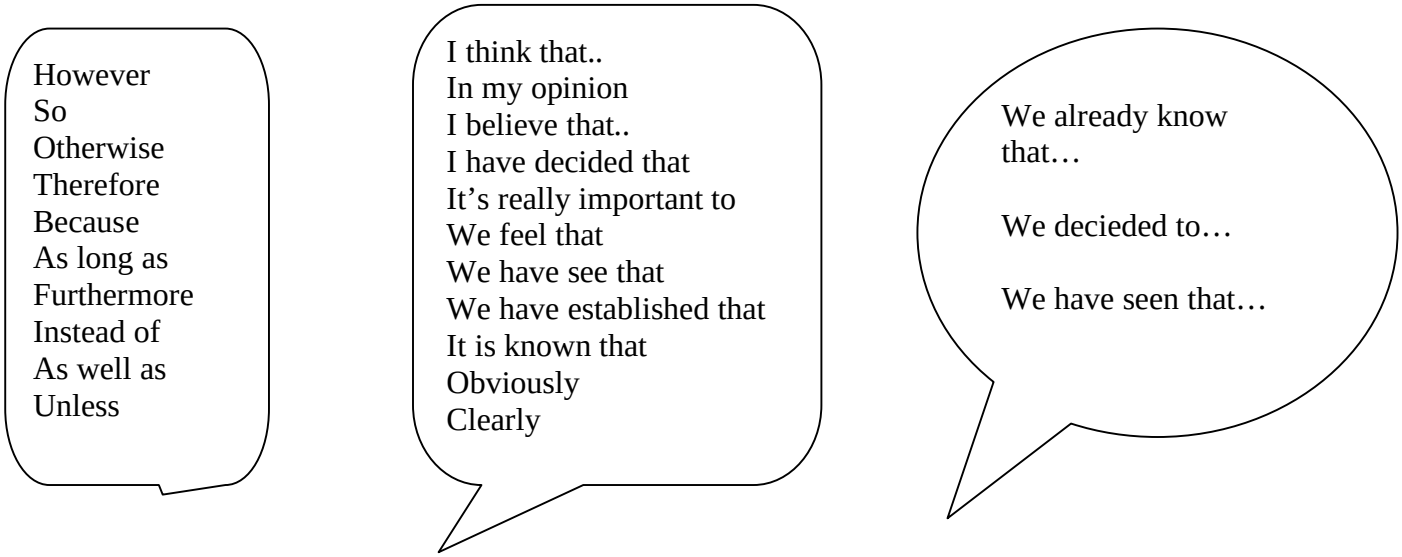
IKEA SELLS A LIFESTYLE.

Activity One : Important expressions and linking words for giving your opinions.

Read the expressions.



Activity Two: Listen to the article being read by your teacher and underline the stressed words. Then read it yourself and try to stress the same words.

Ikea sells a lifestyle, not just furniture.

Ikea's unique concept for the layout of the stores in huge surface areas enables them to create several model homes in each store reflecting inspirational lifestyle ideas which move with the times and are aimed at various different types of customer.

So, how does this process work ?

You see the model rooms all layed out and with the smallest details included, such as spices on the spice racks and objects in the cupboards and drawers, and you image you are living in it. You make believe, pretend. You start to imagine a lifestyle around the objects you see on show and this makes you want to buy into that dream. Before you know it you are buying not just the furniture but all the accessories on show with it.

People enjoy visiting the store together thanks to the curiosity value of visiting the model rooms. It's almost voyerustic, a bit like looking inside someone else's home. It's also a great way to get new ideaas for how to create storage space or brighten up the decoration of your home without spending too much money.

Activity Three: Answer the questions

1. How does IKEA make people imagine a lifestyle ?
2. Does IKEA target different types of people in their model room lay outs ?
3. How does IKEA tempt people into add on sales ?
4. What is the most succesfull room lay out ever ?
5. What would be your own idea for a really original room to show ?
6. What was your personal favorite room layout you have ever seen ?
7. Describe a layout you really hated.
8. Which is your favorite IKEA kitchen range and how would you make it into a really good model room ?

Activity Four: Atmospheres – Pairwork.

List the products that you would include if you wanted to create a model room with the following atmospheres. Then say who you think this layout would be targeted at. Present your ideas using the expressions from activity one.

Atmosphere	Products used	People targeted.
Rustic and cosy.		
Modern and uncluttered.		
Romantic and sexy.		
Practical and organised in a small space.		
Childish, colorful and cheerfull.		

Activity Five: Guerilla advertising.

- Look at the pictures and describe which items are used and what atmosphere is being created.
- Guess where these model rooms have been set up.





- Do you think this is a good adversising method ?
- Now read the text which talks about another great advertising idea using a model room.

Opposed to using traditional methods such as cutting a ribbon and having a mass opening ceremony to launch the opening of a new branch in Southampton, the Swedish furniture store has decided to take a more unique approach on the 12th of February 2009.

They will have a man live inside a glass box on the back of a lorry.

David Chambers, a 32 year old Southampton actor will become Andres, a typical Swedish man who will be driven around the town in a glass box full of furniture living the 'Ikea Lifestyle'. He will be giving away hundreds of goodies and holding competitions for the general public.

- What do you think about this idea ?
- Invent a marketing idea for using a model room in a strange place or unusual way. Using the expressions from the beginning of the lesson present your idea to the class.

Activity Six Gap Fill – Flight of the Conchords – The Most Beautiful Girl in The Room.

Looking round the ……,
I can tell that you
Are the most beautiful girl in the...room.
In the whole wide room
Oooh.

And when you're on the ……..
Depending on the ……..
I bet you are definitely in the top three
Good ……..girls on the street
Depending on the street
And when I saw you at my mate's place
I thought what...is...she...doing...
At my mate's place
How did Dave get a hottie like that to a
……..like this

Good one Dave!!!
Ohhhh you're a legend, Dave!
I asked Dave if he's going to make a move on you
He's not sure
I said "Dave do you mind if I do?"
He says he doesn't mind
but I can tell he kinda minds
but I'm gonna do it ……..
I see you standing all alone by the stereo

I dim the lights down very low, here we go
You're so beautiful
You could be a ……..
You're so beautiful
You could be an air hostess in the 60s
You're so beautiful
You could be a part time model

And then I seal the deal
I do my moves
I do my dance moves
It's twelve oh two

Just me and you
And seven ……..dudes
Around you on the dance floor
I draw you near
Let's get outta here

Let's get in a cab
I'll buy you a kebab!
Now I can't ……..
That I'm sharing a kebab with the most beautiful girl I have ever seen
With a kebab
Ooooooohhh.

Why don't we leave?
Let's go to my house and we can feel each other up on the couch
Oh no. I don't mind taking it slow-ho-ho, no-ho-ho, yeah.

Cause you're so beautiful
Like a, tree
Or a high-class prostitute
You're so beautiful
Mmm, you could be a part-time model

But you'd ……..have to keep your normal job
A part-time model!
Spending part of your time, modelling,
and part of your time, next to meeeeeeeeee!
My place is usually ……..than this...