Totally Njutts !

One -Today we will talk about the nutty * Njuts campaign. First though let's flick through the 'Guide to Linking Words' and see which words we'll be using today! *(*Crazy; insane.)*

Two - Read the two following two blog articles and briefly explain the points of view expressed in each by resuming them with the following words and expressions :

Basically	**It seems that…**	**Therefore**
Essentially	**According to the author of this article…**	**Furthermore**
In brief		**However**

1/

I honestly think that the best creative minds (and most humorous!) are hidden at IKEA. Here is another hilarious series of ads for the Swedish company.

It's one thing to be very good at what you do—like IKEA is in home. And then it's a whole other thing to be able to advertise it in a creative, funny and yet simple way. IKEA seems to have them both. IKEA's new campaign in France is for its new brand NJUT. They created a special website dedicated to the correct pronunciation of the word njut (it is a real Swedish word) and dance contests, a special song for the commercials, and some amazing ideas.

The concept of this new line is to enjoy life to the fullest, have fun, let go, and be free. So, what are you waiting for? Njut!

2/

Ikea France offers us an ad that I don't really understand, but where I like the message conveyed. The concept is great: a word NJUT which represents a new way of life according to Ikea's vision! A life where you make fun of every moment thanks to every detail of your Ikea home. A world where you take the most of every moment without caring if it is ridiculous or not. A world where you do what you want to when you feel like to. A carpe Diem by Ikea. I thought NJUT was a funny word, and I was curious to know the meaning. That is why a week ago, pure coincidence, when I went to Ikea, asked many sellers what was written on their yellow T-Shirt. No one knew! Not even a clue. I thought it was useless. Inevitably, when I watch this ad I can only say that I like the idea of taking the most of life. That's obvious we should definitely have fun every time we can, in many different ways, cause life is awfully short. But on the other hand, I believe the message is a little too simple.

What I don't like in this Ikea vision of the French society is that we are portrayed as bored people, who need to be shaken in a childish way. And what I don't like either, is the fact that the guy in his little 27m2's apartment seems to live in a castle! I can tell you that MY 27m2's shoe box (understanding where I live) is unfortunately only a 27m2 apartment. That's a detail I assume.

To be frank, what is the most striking here is the different mood we find in the ad. Before, the Brand always gave us funny ads, smart ones (especially the one with a brilliant link between sleeping well, and fighting the economic crisis), always well made and efficient ads. When I first watched the teaser, I thought it was confused, a little messy, and I could not really see the goal… Then, I watched every ad precisely and I got it! It's not that bad, I don't want to be mean. I just believe they could have done something catchy as they did before. And so, while I was thinking about that, I was checking the name of the ad agency which made this new special French one. I found the answer I needed! Ikea France simply stopped working with the same agency and betrayed the "old" one for Venise and Hemisphere Droit Agencies. Oh you bad Ikea France!

Source - http://www.jeanchristophebonis.com/2011/09/07/njut-njut-njut-njut-ikea/

An inspirational change – read the articles on this page - http://theinspirationroom.com/daily/2009/ikea-change-in-the-oval-office/

Three

http://inventorspot.com/articles/ikea_element_surprise_7332

Describe the pictures below and say which ad campaigns you think they were for, in which cities and what the message was...















Four Read and Discuss.

Unboring

Is Njut just a copy of the 'unboring' campaign from 2002 ?
http://www.ikeafans.com/ikea/ikea-history/unboering-ikeas-unboring-campaign.html

Ikea Unveils "Unboring" Campaign
Published: Sep 16, 2002

Swedish furniture retailer Ikea today unveiled its new marketing campaign which which will include broadcast, print, outdoor and guerilla components and is based on the new tagline "Unböring".

"Unböring" aims to be more than just a tagline, however. Instead, it's a concept explained in "The Unböring Manifesto," a mini book slated to be shipped with magazines and available online at Ikea's new website www.unboring.com. "We don't typically love taglines," explains CD Alex Bogusky. "For us Unböring is a way to get you to reevaluate Ikea, the manifesto makes "Unböring" -- the mission of delivering design to the masses at affordable prices -- the essence of Ikea. As the manifesto says: "Making something beautiful that costs $ 2,000 is boring. Making something beautiful that costs $ 2 is a revolution."

The first TV spot in the campaign, directed by Spike Jonze, shows a woman discarding an old lamp, and replacing it with something new from Ikea. The discarded lamp sits outside her apartment, enduring the elements until a Swedish man steps in. "Many of you feel bad for this lamp," he says. "That is because you are crazy. It has no feelings. And the new one is much better." According to Bogusky, the campaign's first spots "are beginning to introduce the idea that most of us have a relationship with our furniture that we don't enjoy. Most of us have a bare bulb hanging someplace. And we have that bare bulb because we don't think we have an option. But there are beautiful lamps at Ikea for $ 3.95."

Five Compare the two campaigns – Njut and Unboring using these expressions :

Whereas
By comparison
In contrast
In comparison
However
On the contrary
On one hand
On the other hand

Six
Answer the following questions using these expressions to give your point of view ;

As I see it…
It seems to me…
In all honesty…
Obviously
Clearly
Essentially
I feel that
I think that
I am sure that
I feel sure that
It seems clear to me that
I feel strongly that

1. Do you like the Njut campaign ?
2. What do you like or dislike about it ?
3. Do you think that the word Njut will catch on in France ?
4. What image or values do you think are really being conveyed by this campaign ?
5. Do you think this is what the brand needs at the moment ?
6. What values or concepts do you think that Ikea should communicate about in France today ?
7. What kind of campaign would you organize if it was your job ?
8. Do you think Ikea should have stayed with the same agency in France ?
9. Which is your favourite Ikea advert ?
10. Which is your least favourite ?