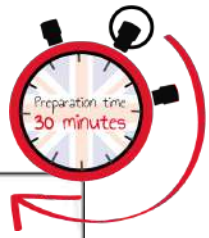
The new Ikea



EAE Learning objectives for this lesson

Learn about the future tenses (will, going to, present continuous and present simple).
Discussion about the future Ikea and comprehension activities.

Introduction – **Questions and Answers**
With your partner or teacher, ask and answer the questions below

1. What type of evolution have you seen with Ikea?
2. What is the most original idea that you have seen come out of Ikea?
3. What do you think will be next for getting products into peoples' homes?
4. How can technology help Ikea grow?
5. Is Ikea more than just furniture?

Activity One – **Reading Comprehension**
Answer the questions after reading the article.

Ikea is transitioning its print catalog to Pinterest
by Hilary Milnes
Startup brands may be getting into the physical catalog business, but Ikea — known for its thick 200-plus-page catalogs — is now integrating its print magazines into Pinterest.
In an effort to have the catalog have a longer life and exist someplace other than its site and in people's clogged mailboxes, Ikea has created a shoppable version of its catalog for Pinterest, which populates through product pins in personalized user boards based on a questionnaire around item and style preferences.

Pinterest is, as Ikea media project manager Kerri Longarzo said, home to "DIYers and how-to-ers and customizers," a prime audience Ikea wanted to reach. "We didn't want to just copy and paste — we already have a digital catalog online," said Longarzo. "But promotions in the past felt a little stale. We were running out of ways to show the catalog to people online, so we sought out something different."

Working with its media agency of record Wavemaker as well as Pinterest's strategic and creative teams, Ikea created a product questionnaire built into Pinterest to learn what users were shopping for, what furniture styles they were interested in and other insights into their personal tastes. From there, users could either let Ikea fill an automated Pinterest board based on their responses, or browse through recommended products and build their own boards. All pins in the program were linked to product and catalog pages on the Ikea site.

After launching last August, Longarzo said that 25,000 Pinterest boards have been created using the tool, and the questionnaire had a 4% completion rate. Overall, the Ikea team measured the response to the Pinterest catalog through engagement as well as conversion to the product pages, which Longarzo didn't share.
https://digiday.com/retail/ikea-transitioning-print-catalog-pinterest/

Now answer the questions below

What is Ikea known for ?
What is Pinterest ?
What is a 'DIYer '?
What is a 'how-to er' ?
How did Ikea learn what 'users' of Pinterest shop for?
What is a Pinterest board ?
Do you think Pinterest will really help Ikea make more sales ?

Activity Two – Future tenses
Here is some information to help you understand the difference between will and going to

Predictions/statements of facts: The auxiliary verb will is used in making predictions or simple fact statements about the future.

- Ikea will have a new way of selling in the future.
- People will be able to buy more items on line with the new system.
- Clients will have more services on offer.

Intentions: The auxiliary verb going to is used in talking about intentions. (An intention is a plan for the future that you have already thought about.)

- Ikea is going to be making a lot of changes
- I am sure we are going to need a meeting next thursday with all the department heads

Arrangements: The present continuous tense is used in talking about arrangements. (An arrangement is is a plan for the future that you have already thought about and discussed with someone else.)

- I am meeting someone from Ikea head office tomorrow
- Everyone is leaving work for a lunch tomorrow to celebrate

Scheduled events: The present simple tense is used to refer to future events that are scheduled (and outside of our control).

- The meeting starts at 10am tomorrow
- The bus arrives at 5pm this afternoon for employees



Activity Three – Listening Activity
Watch the video and answer the questions below
Inside Ikea's Secret Future Lab
https://www.youtube.com/watch?v=FM7u8pu7ItM

1. Where is the lab ?
2. What are some of the ingredients in the meatballs of the future ?
3. What can you get at the 'push of a button' ?
4. What does 'keen on' mean ?
5. What is the name of the lab ?
6. What does 'chip in' mean ?
7. What is the purpose of the house models ?
8. What do we throw away each year ?
9. What does spirulina taste like ?
10. What does the young man say about the insects' taste ?

Activity four – Discussion

Do you agree or disagree?

Have a look at the topics below and express your agreement or diagreement using the expressions below

* The way I see it...
* In my opinion...
* If you want my honest opinion....
* According to Lisa...
* As far as I'm concerned...
* If you ask me..
* I agree with you 100 percent.
* I couldn't agree with you more.
* That's so true.
* You're absolutely right.
* Absolutely.
* That's exactly how I feel.
* Exactly.
* I'm afraid I agree with James.
* No doubt about it.

* I would have to disagree with that.
* That doesn't seem right
* That doesn't ring true
* I don't think that can be true
* That's clearly not the case.
* That's not the case.
* That is not in fact correct.
* That is incorrect.
* I don't think so.
* (Strong) No way.
* I'm afraid I disagree.
* (strong) I totally disagree.
* (Strong) I'd say the exact opposite.
* Not necessarily.
* That's not always true.
* That's not always the case.
* No, I'm not so sure about that.
* That's completely untrue.

- **One day homes will be able to sell electricity to their neighbours.**
- **Insects are the wave of the future, we will all be eating them!**
- **We could live in a village that is completely energy self-sufficient.**
- **We're going to stop throwing away food and recycle the waste in different ways.**
- **We'll all be vegan in 100 years!**
- **Ikea will become more digitalised**



Activity five – Analyse the images

Look at the images and describe what may happen in the future based on those images

Talk about the following four images:









Activity Six – Gap fill

Fill in the gaps with the correct future tenses

- Ikea _____ to go digital and downsize their stores (to plan)
- There _____ to be a lot of changes in the next year (to be)
- We think that the changes _____ positive in the future of the company (to be)
- Each morning the bus _____ at 9am to drop coworkers off (to come)
- We _____ tomorrow to go through the plans for the transformation (to meet)

Now try to create some of your own examples using a variety of the tenses

Activity Seven – Role plays

Act out the following role plays with your teacher

- You are talking about the transformation to a co-worker and speculating about what is going to happen to Ikea in the future
- There is a meeting tomorrow with your manager, talk to your co-worker about what might happen in that meeting
- You predict the future of Ikea and what you think the stores will look like once the transformation has finished

