

Case Study:

Full-Funnel CTV in Action: Driving High Brand Impact for IKEA



For the launch of communications centred on IKEA's "Signature" theme, Wavemaker's multiscreen team in France partnered with Rakuten TV Enterprise to deliver a coordinated CTV campaign. The objective was to reach exclusive audiences within the Rakuten TV Enterprise ecosystem and maximise the impact of the campaign on the TV screen.



The Challenge

In an increasingly fragmented TV landscape, where linear alone is no longer sufficient to reach key audiences at scale, IKEA and Wavemaker aimed to extend campaign reach while maintaining strong visibility on the biggest screen in the home.

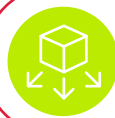
The key objectives were to:



Extend reach among 18 to 49-year-olds, particularly light linear viewers.



Maximise campaign impact through high-attention TV environments.



Deliver a coordinated presence across multiple stages of the viewing journey.



The Solution

Rakuten TV Enterprise designed a full-funnel activation spanning key stages of the TV experience, ensuring IKEA maintained a continuous and high-impact presence throughout the viewing journey.

1

OEM Homescreen: Capturing attention at the first screen interaction IKEA secured premium visibility on the OEM homescreen, positioning the brand at the moment the TV is turned on, before content selection begins. This ensured immediate exposure and set the foundation for the campaign journey.

2

In-App Homescreen: Reinforcing presence within the streaming environment. The high-impact homescreen placement within the Rakuten TV app ensured visibility as users browsed and discovered content. This second touchpoint reinforced brand presence at a key decision-making moment and maintained continuity from the initial exposure.

3

In-stream: Driving engagement within content consumption. A three-week activation across AVOD and FAST environments delivered custom in-stream formats, enhanced with branded elements and "Découvrir plus" CTA-driven carousel formats. This final touchpoint enabled deeper engagement within a high-attention viewing context

Rakuten TV Enterprise' data capabilities supported the activation by combining first-party signals with enriched third-party data. This enabled precise targeting of 18 to 49-year-olds, light TV viewers, and audiences with interests in cooking, interior design, home décor, and furniture, ensuring relevance across each stage of the journey.

Together, these three touchpoints created a coordinated presence across the TV lifecycle, maximising visibility, reinforcing messaging, and increasing the likelihood of recall and engagement.



The impact

By activating across multiple environments within the CTV ecosystem, IKEA was able to:



Reach high-intent audiences through advanced targeting

First-party signals combined with enriched third-party data enabled IKEA to connect with households actively exploring interior design, home décor, and kitchen solutions



Maximise attention across the big screen

High-visibility, non-skippable formats, combined with holistic frequency management, ensured strong impact while maintaining an optimal balance between scale and repetition



Deliver strong brand impact across key metrics

The campaign achieved an overall Brand Impact Score of 78, significantly above average performance levels for comparable campaigns in Western Europe



Drive standout recall and attribution performance

Ad recall and attribution both ranked within the Top 5% of benchmarked campaigns, reinforcing the effectiveness of coordinated visibility across the TV journey



Unified Measurement, One Access Point

Campaign effectiveness was measured through a combination of attention measurement and a brand lift study conducted with various external measurement partners.

By bringing these measurement approaches together within a single strategy, Rakuten TV Enterprise acts as a central access point for campaign evaluation, simplifying what is often a fragmented measurement landscape in CTV.

This provided IKEA and Wavemaker with a unified view of performance across the full TV journey, enabling a clearer understanding of how each touchpoint contributed to overall outcomes, while reducing complexity across partners and methodologies.



The Strategy Behind the Activation

This campaign reflects Rakuten TV Enterprise's approach to CTV: designing campaigns that align with how viewers experience television across multiple environments.

By orchestrating visibility across the full TV journey, brands can move beyond isolated impressions to deliver more consistent engagement and measurable outcomes.

“The activation highlights the value of combining multiple CTV touchpoints to reach audiences who are increasingly difficult to engage through linear TV alone. The ability to connect these moments within a single campaign delivered both reach and impact.”

Chloé Rouanne,
Video Planner Lead at WPP Media



Rakuten TV is one of Europe's leading video-on-demand platforms, operating in over 43 countries. It offers content partners a powerful advertising ecosystem designed to maximise reach, engagement, and return on investment. The platform's integrated media solutions and access to connected TV households make it a strategic choice for brands and content providers seeking scale and performance.