

FINAL ANALYSIS: DIGITAL SERVICE BUSINESS AND MARKETING

2020

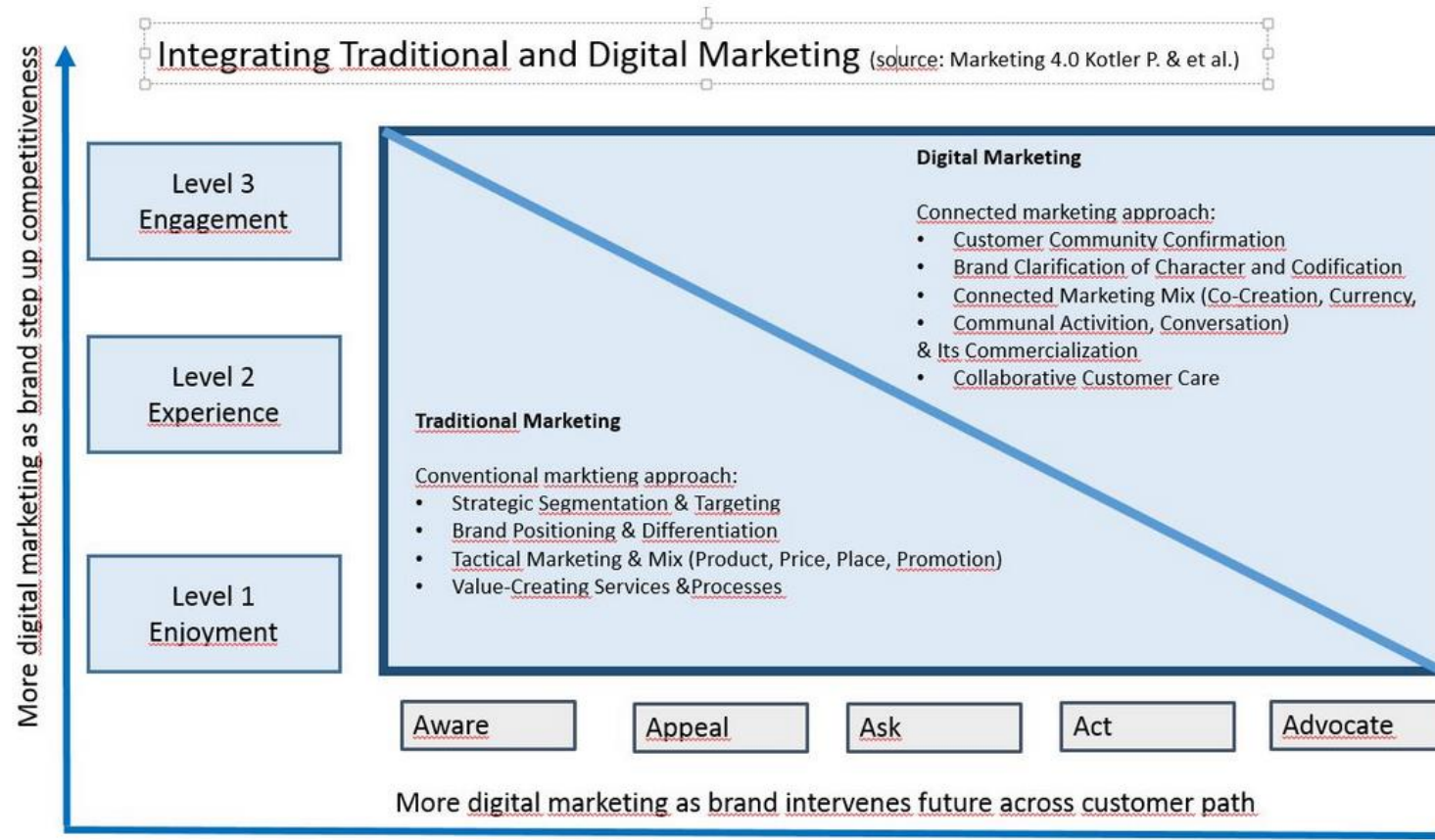
INSTRUCTIONS: USE THIS WORKBOOK TO GUIDE YOU IN YOUR FINAL ANALYSIS

- Save this workbook template in your own laptop
- Do your assignment "Final analysis" according to this workbook template. You can add more pages/slides, if needed, but do not remove any pages.
- The Final analysis consists of many small tasks which you are expected to document into this workbook.
- Use course book (Kotler P., Kartajaya H., Setiawan I., Marketing 4.0 – Moving from Traditional to Digital), Google & Hubspot learning material (videos) as your background material when doing this work.

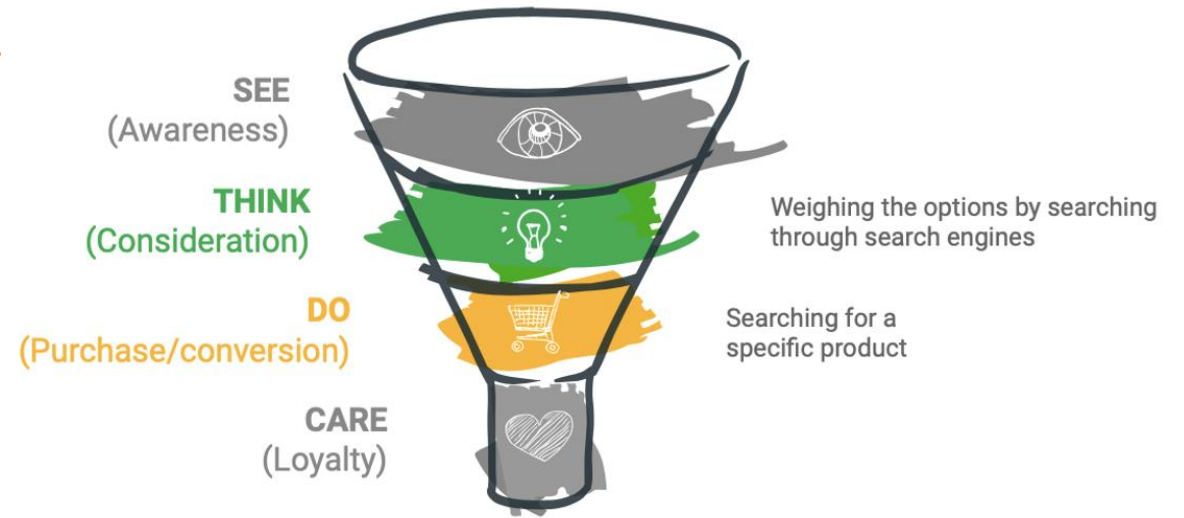
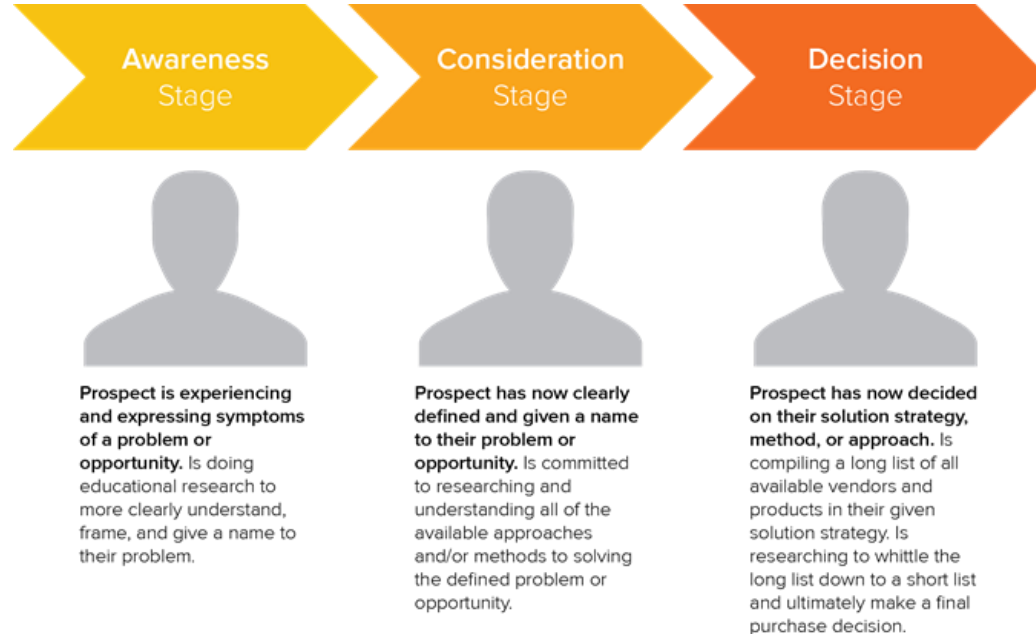
INSTRUCTIONS IN A NUTSHELL

- Observe [Zalando](#), [H&M](#) and [Ikea](#) marketing and sales approach in both digital (e.g. website, social media channels, SEO/SEM, bloggers, Youtube) and traditional channels (e.g. Store, TV, print media, radio, outdoor) during the course.
- **Observe for at least four (4) weeks.**
- If you prefer observing a company of your own interest you can replace one of the preselected companies with that.
- Read the theory (Kotler) and START OBSERVING RIGHT AWAY 😊!
- You can do this online and/or when out in the city. Take notes, pictures, screen shots etc. during your observation process. Include dates when you made your observations. You are expected to attach those to your workbook (Final analysis)
- **The key is to analyze, compare and summarize** your observations, notes, pictures etc. into this workbook
- Describe also the process (i.e. what you did) of your work in every place where indicated in the template file. Process is equally as important as the result.

THIS IS THE FRAMEWORK FOR YOUR ANALYSIS – READ MORE IN THE BOOK



COMPARE HUBSPOT (LEFT) AND GOOGLE (RIGHT) TO THE KOTLER 5 A'S (OPTIONAL)



OBSERVE CONTENT, CALL-TO-ACTION AND CHANNELS BASED ON FIVE A'S FRAMEWORK

Consider the following questions to understand [Zalando](#), [H&M](#) and [Ikea](#) business (or your own preferred company) and their approach to integrated Sales & Marketing. In total you are expected to observe 3 companies:

- What is the promise/message/unique selling proposition/value proposition/slogan of these companies to their customers? Of course, they sell fashion, furniture, etc. but that's not enough.
- Which channels/media do the companies use to advertise/communicate about their products to create Awareness or to support potential customers at their AWARENESS phase? And what kind of message do they use to get your attention? (select at least 3 channels)
- How do they generate interest in the APPEAL phase? What kind of format, which channel/media and what kind of message?
- How do the companies support and help to find the right service/product in the ASK phase? What kind of content and tools, what kind of message in what kind of channel/media?
- What do they do to encourage to buy (ACT phase)? Is it easy to buy and get the product? Think both online and store purchases. What kind of format, which channel/media and what kind of message?
- How are customers encouraged to recommend the company or the products in their networks in the ADVOCATE phase? What kind of format, which channel/media and what kind of message?
- Do you find some marketing automation that tracks your moves?

1. ZALANDO VALUE PROPOSITION

What is the company value proposition for it's customers and how it is shown in it's marketing?



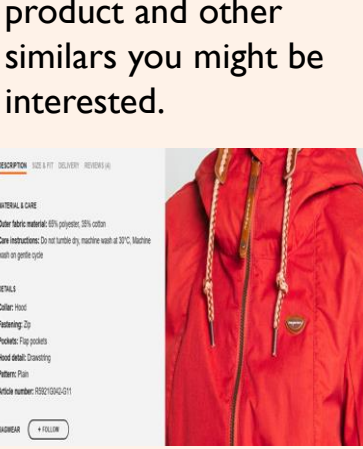
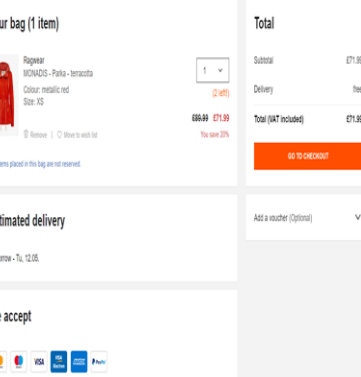
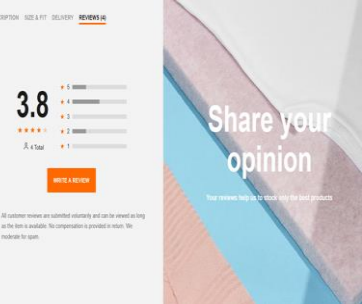
Answer here:

Zalando have largest selection of clothes, shoes and accessories online. Selection is also varying(street fashion, designer products). Zalando is available in many European countries. Zalando wants to make shopping easy, safe and affordable by making personalized feed, offering free delivery and secure payment methods.


<https://www.zalando.co.uk/about-us/>

They market their products for all and they market varying products. That's done by for example using personalized feeds in their website and by help of social media. Zalando is fashion retailer and it claims to have more brands than any other its rivals. Zalando offers discounts and it has also own social media channels for different countries. It's easy to check their selection for example from the social media and go to buy it.



1. ZALANDO: [OBSERVATIONS]

WHAT/HOW	AWARE	APPEAL	ASK	ACT	ADVOCATE
What: What is the message in each phase? What kind of CTAs are used?	Get to know us and our selection. CTA: There wasn't any CTA.	Here is closer look what we have to offer. Biggest collection of fashion and trends for women, men and kids. CTA: Show the product.	Is there something you would like to know? Can we help somehow? CTA: Description, Size&Fit, Delivery, Reviews.	Buying is easy and secure. CTA: Add to bag. Only x amount pieces left. Go to checkout. Add a voucher.	This is what others think about this product. What do you think? CTA: Share your opinion.
How: Which channels/media and what kind of content format (pictures, text, blog, videos...)? Answer with text and pictures	Social media: Instagram. Text, pictures. 	Social media: Instagram. Text, pictures, videos. 	Website: Pictures, text, information about the product and other similars you might be interested. 	Website: Pictures and text. 	Website: Text and pictures. 
Conclusions: How consistent is the message based on value proposition?					

1. ZALANDO: [OBSERVATIONS]

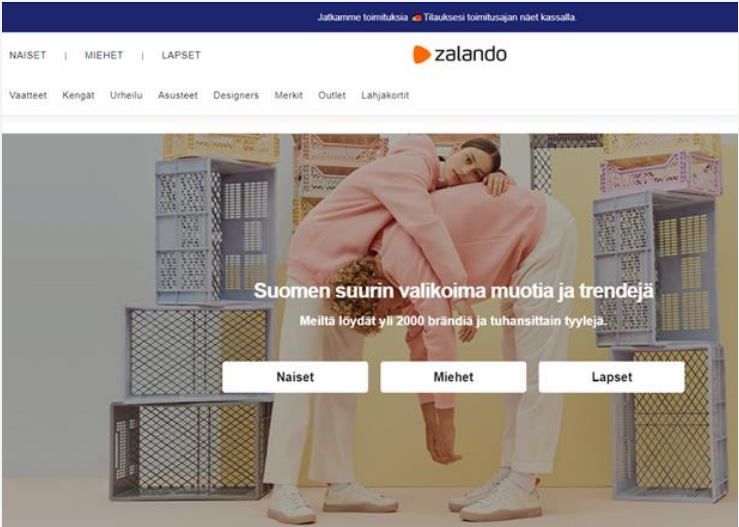
WHAT/HOW	AWARE	APPEAL	ASK	ACT	ADVOCATE
What: What is the message in each phase? What kind of CTAs are used?					
How: Which channels/media and what kind of content format (pictures, text, blog, videos...)? Answer with text and pictures		<p>Social media: Facebook. Pictures, text.</p> 			
Conclusions: How consistent is the message based on value proposition?					

1. ZALANDO: [OBSERVATIONS]

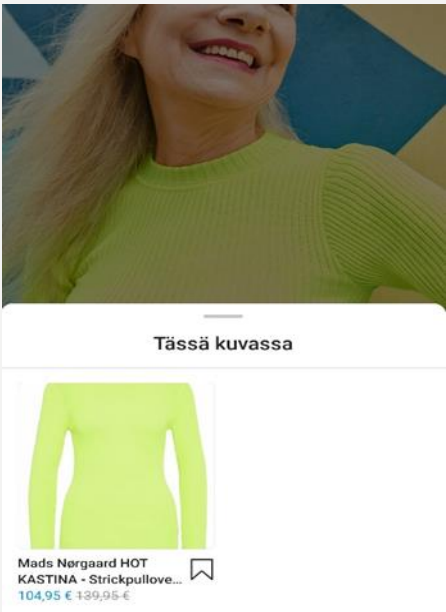
	AWARE	APPEAL	ASK	ACT	ADVOCATE
What: What is the message in each phase? What kind of CTAs are used?					
How: Which channels/media and what kind of content format (pictures, text, blog, videos...)? Answer with text and pictures		<p>Website: Pictures, text.</p>  <p>Social media: YouTube. Pictures, text, video.</p> 			
Conclusions: How consistent is the message based on value proposition?	<p>Message is not that consistent in aware phase. Message is more general in aware stage in my opinion. It could be in any fashion retailer's collaboration.</p>	<p>I would say it is very consistent. They show in their varying channels that they have large selection for everybody. Also from the front page you can see them offering free delivery and safe and easy shopping.</p>	<p>Message is even more consistent than in Appeal phase. They want to make shopping easy by providing information about the product and other similars they have to offer. Also this personalised feed recommends you products you might like. Also you see the delivery section at the same time.</p>	<p>Message is quite consistent. In this step it is more like "Buy this". They try to offer other products and there are information about prices and delivery. In order to buy you need to register or sign in so the buying is not that fast and easy in that point.</p>	<p>It's not that wide in this final phase. It's only to help them to stock only the best products.</p>

1. ZALANDO: [INSERT YOUR OBSERVATION PICTURES & ADDITIONAL MATERIAL HERE]

- Space reserved for additional material
- Appeal phase



Suositut merkit				
adidas	adidas Originals	Benetton	Bik Bok	Björn Borg
By Malene Birger	Calvin Klein	Cheap Monday	Clarks	Converse
Desigual	Diesel	Dr. Martens	Esprit	Filippa K
Gant	Helly Hansen	Jack & Jones	Kaikki brandit	Levi's
Michael Kors	Name it	Nude Jeans	Only	Palladium
Peak Performance	Puma	Ralph Lauren	Roxy	Tiger of Sweden
Timberland	Tommy Hilfiger	UGG	Under Armour	Vans
Vero Moda	Vila	Weekday	Wood Wood	
Suositut kategoriat				
Alusvaatteet	Black Friday	Black Friday	Black Friday kello	Black Friday kengät
Bombertakit	Chinot	Cyber Monday	Farkkuhaalarit	Herrankengät
Häppövut	Iltafuvut	Isot koot	Joogavaatteet	Joogavaatteet ja -varusteet
Juhalamekot	Jumpsut	Juoksukengät	Kengät	Kevytuntuvakit
Korut	Kumisaappaat	Laskettelutakit	Mekot	Michael Kors -laukut
Miesten sormukset	Muotoilevat alusvaatteet	Nahkalaukut	Nahkareput	Naisten villakangastakit
Nike Cortez	Nike Free	Parkakit	Rannekellot	Reput
Talvikengät	Talvitakit	Treenivaatteet	Vans Old Skool	Älyvaatteet



LOGISTICS PARTNER



PAYMENT METHOOOS



EASY ONLINE SHOPPING



Free Delivery*



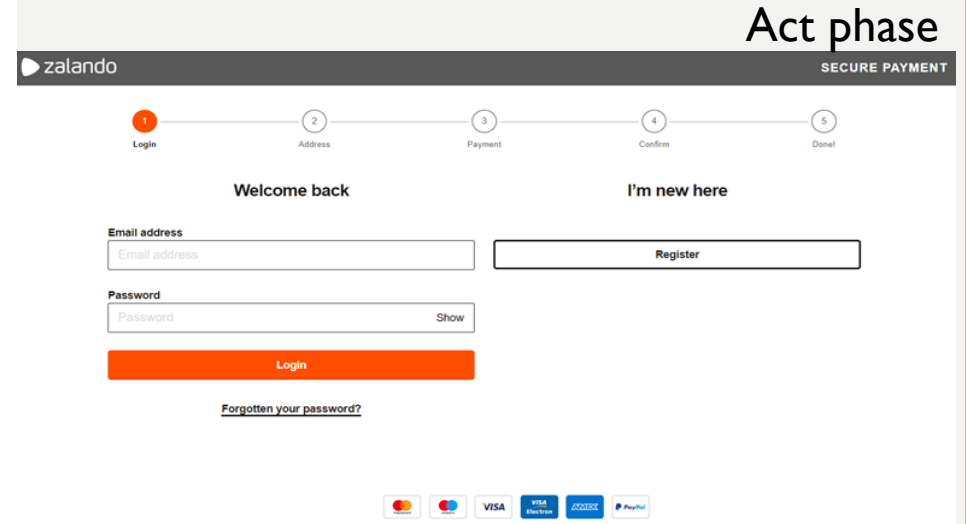
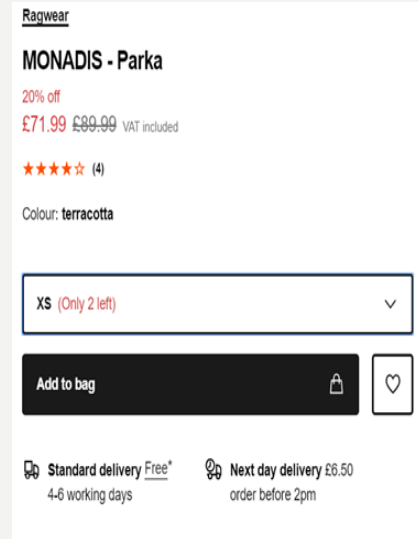
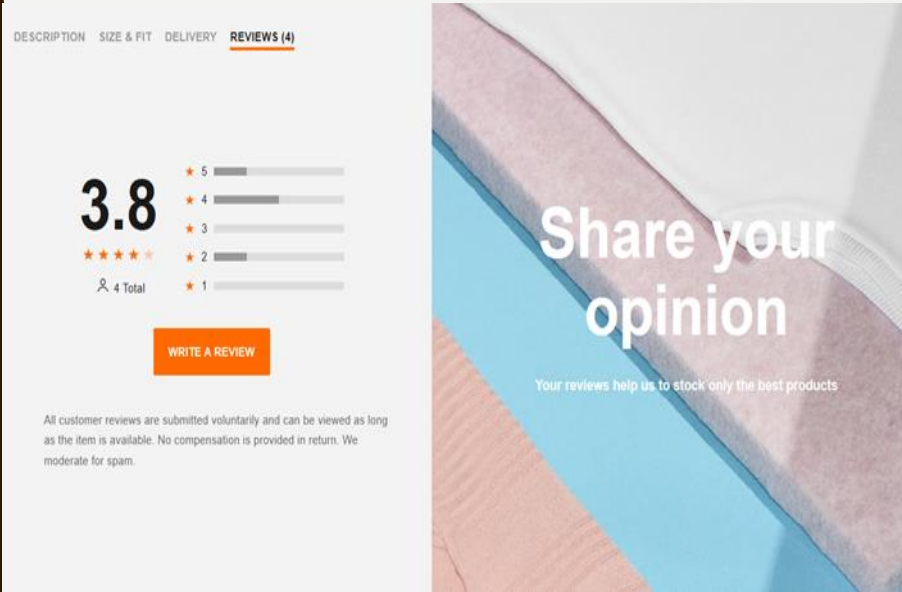
100 Days Return



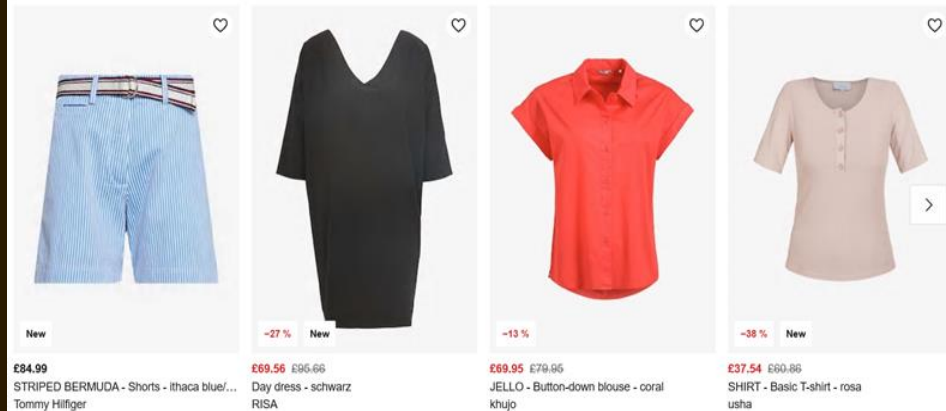
Free Returns

1. ZALANDO: [INSERT YOUR OBSERVATION PICTURES & ADDITIONAL MATERIAL HERE]

Ask&Advocate



Perfect pairings You might also like

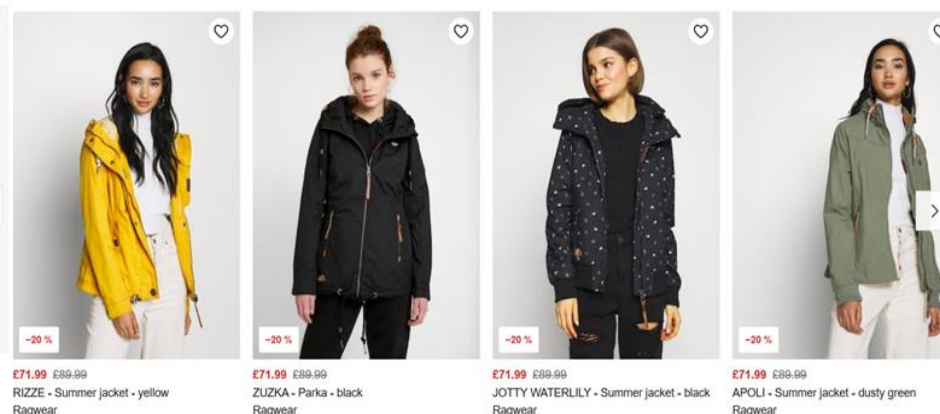


Ask phase

[See more >](#)

How about these? Similar items

[See more >](#)



DESCRIPTION **SIZE & FIT** DELIVERY REVIEWS (4)

Our model's height: Our model is 5' 9" tall and is wearing size S

Fit: Normal fit

Length: High-length

Sleeve length: Long

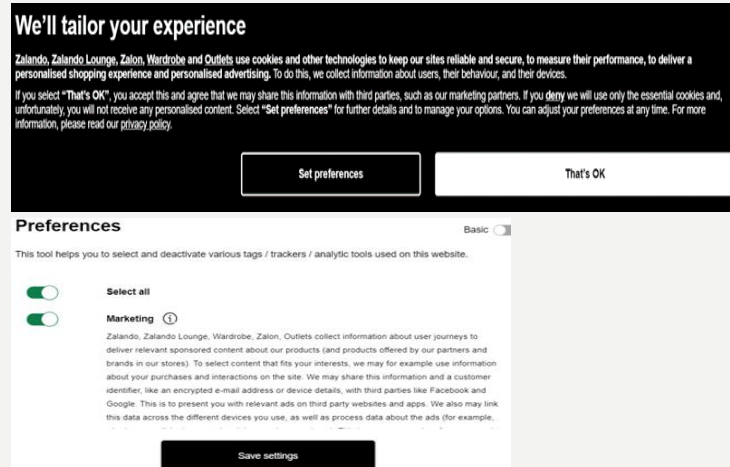
Sleeve length: 23.5" (Size S)

Back width: 14.0" (Size S)

Total length: 29.0" (Size S)

Size guide

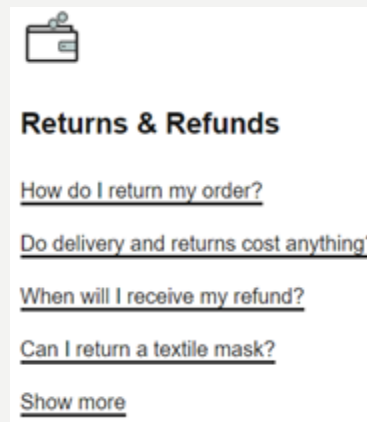
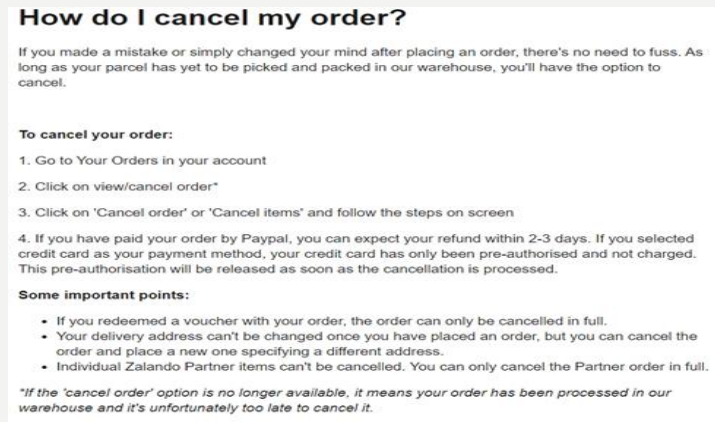
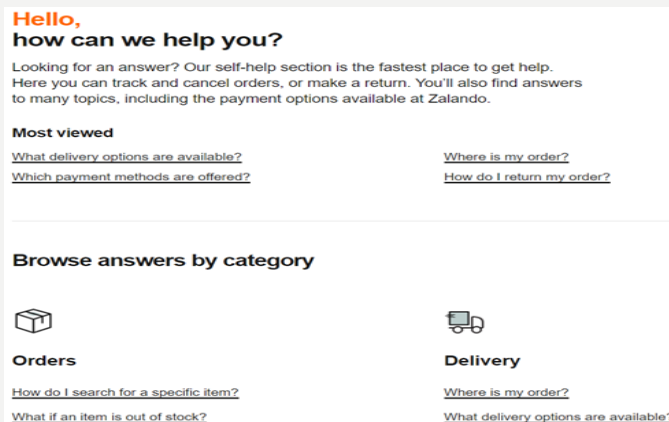
1. ZALANDO: [INSERT YOUR OBSERVATION PICTURES & ADDITIONAL MATERIAL HERE]



There must be information about cookies and why user data is stored and used. Zalando has this information when entering to the site. It's also possible to change the options later.



First site they also have easy access to the delivery and return and help sections. Also these informations are available in the bottom of every site.

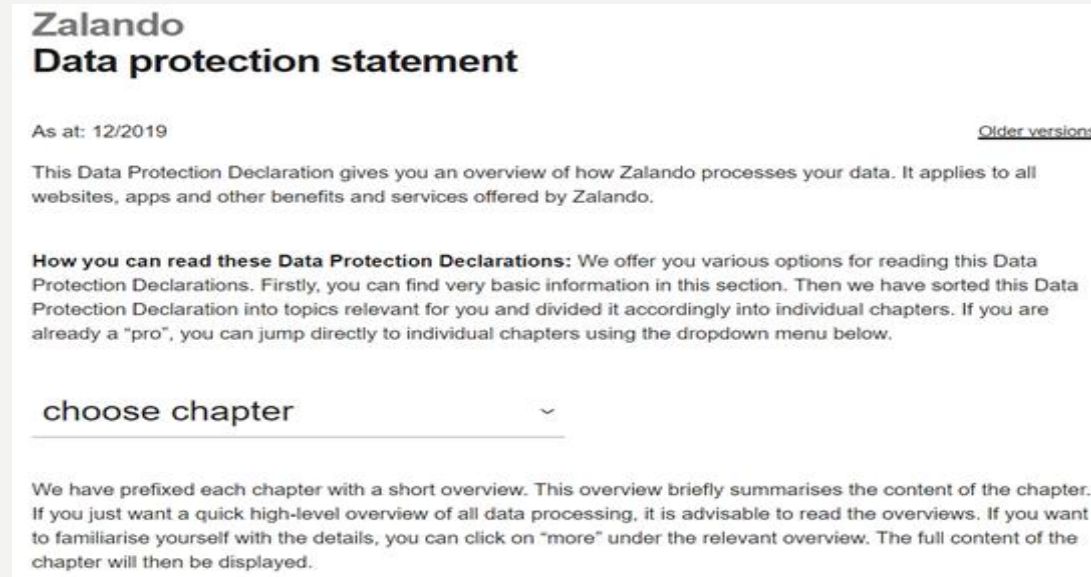


I would say that it is pretty easy to find the cancellation policies from the site and for me the policies are easy to understand. Cancelling is possible before the parcel is picked and packed. There are also guidelines for doing the cancellation. Also you can find information for example returns, refunds, payments etc and those are also easy to understand. In the bottom of the site there are terms & conditions for orders. It was more formal than help-section and in my opinion it was harder to read and understand.

When comparing these three companies I would say that Zalando's cancellation policies were the easiest to find.

1. ZALANDO: [INSERT YOUR OBSERVATION PICTURES & ADDITIONAL MATERIAL HERE]

On the bottom of the site there is also "Privacy policy" and it was all about customers personal data usage and collection. It was a little bit hard to read and understand because of the language and formal vocabulary.




Zalando
Data protection statement

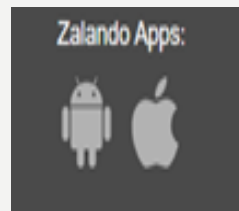
As at: 12/2019 [Older versions](#)

This Data Protection Declaration gives you an overview of how Zalando processes your data. It applies to all websites, apps and other benefits and services offered by Zalando.

How you can read these Data Protection Declarations: We offer you various options for reading this Data Protection Declarations. Firstly, you can find very basic information in this section. Then we have sorted this Data Protection Declaration into topics relevant for you and divided it accordingly into individual chapters. If you are already a "pro", you can jump directly to individual chapters using the dropdown menu below.

choose chapter 

We have prefixed each chapter with a short overview. This overview briefly summarises the content of the chapter. If you just want a quick high-level overview of all data processing, it is advisable to read the overviews. If you want to familiarise yourself with the details, you can click on "more" under the relevant overview. The full content of the chapter will then be displayed.



On the bottom of the site is also clickable Android and Apple logos. If you click the logo, the new site opens and there are more information about Zalando-app for the phone. There are no terms of use but I think if you download the app you can see them.

2. H&M VALUE PROPOSITION

What is the company value proposition for its customers and how it is shown in its marketing?

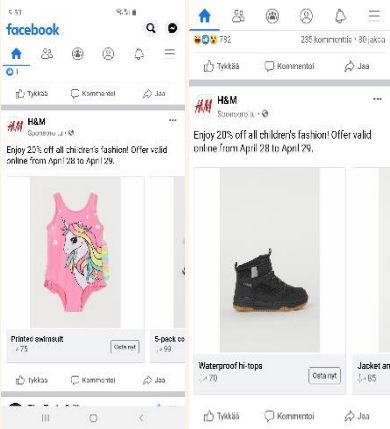
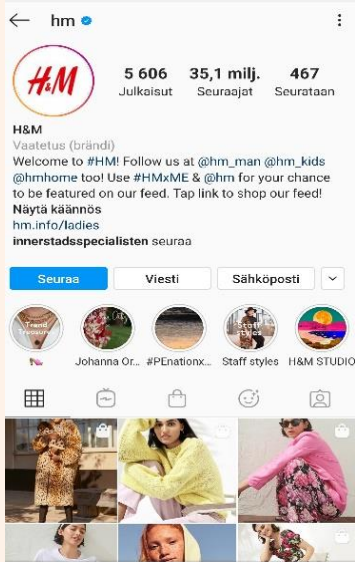
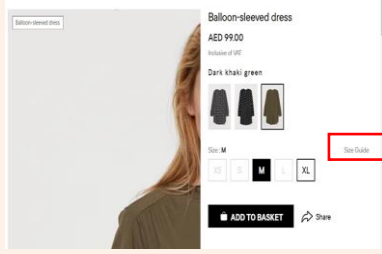
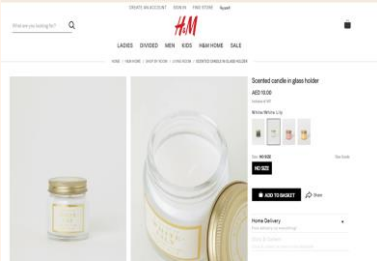
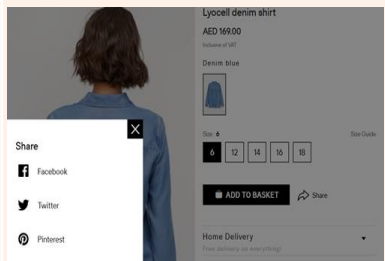
Answer here:

H&M Offers quality fashion and home interior products at the best price. Product prices are low and selection is large. Also sustainability is important for the company. They aim to offer great design to everybody. They offer clothes for all kinds of situations and purposes and for all seasons and styles.

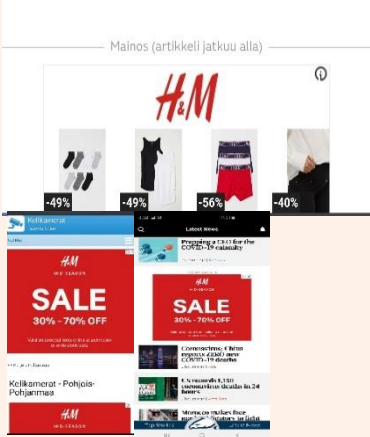
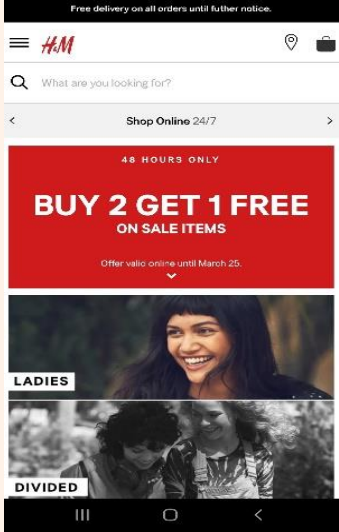
<https://hmgroup.com/about-us.html>, <https://hmgroup.com/brands/hm.html>

Company markets its products by telling how cheap they are and what's the price. Also they have sales and discounts they use in their marketing efforts. The ads usually contains several products and those are for women, men and kids and also for home. Goal of sustainability is shown in their website and social media posts. H&M is also in many countries world wide and they market different things in different countries.


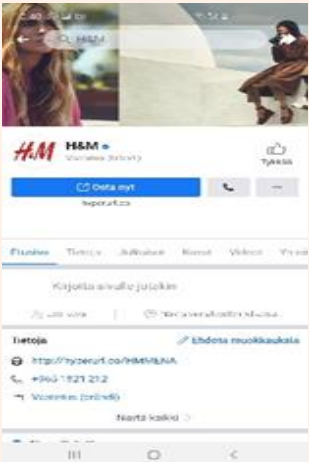
2. H&M: [OBSERVATIONS]

WHAT/HOW	AWARE	APPEAL	ASK	ACT	ADVOCATE
What: What is the message in each phase? What kind of CTAs are used?	Get to know us and what we have to offer. CTA: Offer valid from x to x. Buy now.	Do you want to know more about our products. CTA: Tap link to shop our feed! Buy now!	What others think about this. CTA: See the reviews of this product.	It's easy and secure to buy this and it benefits you. CTA: Add to basket. Checkout securely.	We hope you will buy more from us and become more loyal customer. CTA: Share
How: Which channels/media and what kind of content format (pictures, text, blog, videos...)? Answer with text and pictures	Social media: Facebook (sponsored ad). Text, pictures. 	Social media: Instagram. Text, pictures. 	Website: Pictures and text. 	Website: Pictures and text. 	Website: Pictures and text. 
Conclusions: How consistent is the message based on value proposition?					

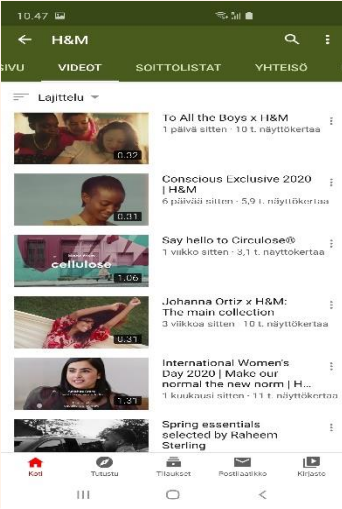
2. H&M: [OBSERVATIONS]

WHAT/HOW	AWARE	APPEAL	ASK	ACT	ADVOCATE
What: What is the message in each phase? What kind of CTAs are used?					
How: Which channels/media and what kind of content format (pictures, text, blog, videos...)? Answer with text and pictures	<p>Banner Advertising: Websites, Gulf News, Facebook and Instagram apps.</p> 	<p>Website: text, pictures.</p> 			
Conclusions: How consistent is the message based on value proposition?					

2. H&M: [OBSERVATIONS]

WHAT/HOW	AWARE	APPEAL	ASK	ACT	ADVOCATE
<p>What: What is the message in each phase? What kind of CTAs are used?</p>					
<p>How: Which channels/media and what kind of content format (pictures, text, blog, videos...)?</p> <p>Answer with text and pictures</p>	<p>Talo&Koti-magazine advertising: Text and pictures.</p>  <p>Lempeä tunnelmavalo sopii makuuhuoneeseen. Dots-valaisin 60 e, Kodin1.com.</p> <p>Aina on hyvä syy kattaa nättiä. Pellavalautasliinat 10 e/2 kpl, H&M Home.</p> <p>Kala kuivalla maalla. Koristekala 15,95 e, Zarahome.com.</p> <p>Kesä on katettu</p>	<p>Social media: Facebook. Text and pictures.</p>  <p>H&M Suomi</p> <p>Uutuus! Kattokala 15,95 e. Zarahome.com.</p> <p>Kattokala 15,95 e. Zarahome.com.</p> <p>Kattokala 15,95 e. Zarahome.com.</p>			
<p>Conclusions: How consistent is the message based on value proposition?</p>					

2. H&M: [OBSERVATIONS]

WHAT/HOW	AWARE	APPEAL	ASK	ACT	ADVOCATE
What: What is the message in each phase? What kind of CTAs are used?					
How: Which channels/media and what kind of content format (pictures, text, blog, videos...)? Answer with text and pictures		<p>Social media: Youtube. Pictures, text, videos.</p> 			
Conclusions: How consistent is the message based on value proposition?					

2. H&M: [OBSERVATIONS]

WHAT/HOW	AWARE	APPEAL	ASK	ACT	ADVOCATE
What: What is the message in each phase? What kind of CTAs are used?					
How: Which channels/media and what kind of content format (pictures, text, blog, videos...)? Answer with text and pictures					
Conclusions: How consistent is the message based on value proposition?	It's pretty accurate. They show their large collection with low prices. The selection is also suitable for many kinds of people and styles. Sustainability aspect is not in a big part in this phase.	It's consistent. They offer varying products for different people and for different occasions. The sustainability is in bigger role than in Aware phase.	I would say it's very consistent. You see the price, there are multiple options. During the observation period I noticed that different websites (Finland, UAE, UK) have different options. For example Finnish site were this "Background of the product" but it wasn't available in UAE website (see Additional material). So different websites adduces different things.	I think it's not that consistent in this phase. The price is shown to the customer but the follow-up is basically just the buying process which is pretty easy.	In advocate phase the message is not that consistent in compared to the value proposition. You can share your thought about the product for others in your network or other people those are using H&M website.

2. H&M: [INSERT YOUR OBSERVATION PICTURES & ADDITIONAL MATERIAL HERE]

- Space reserved for additional material

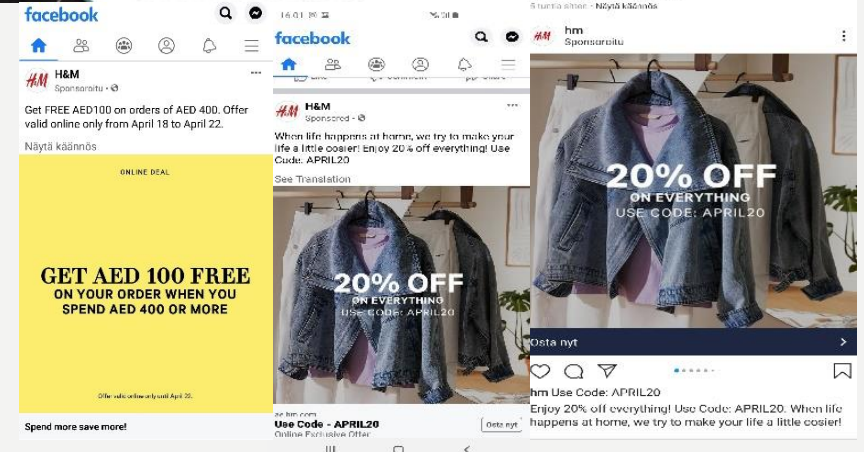
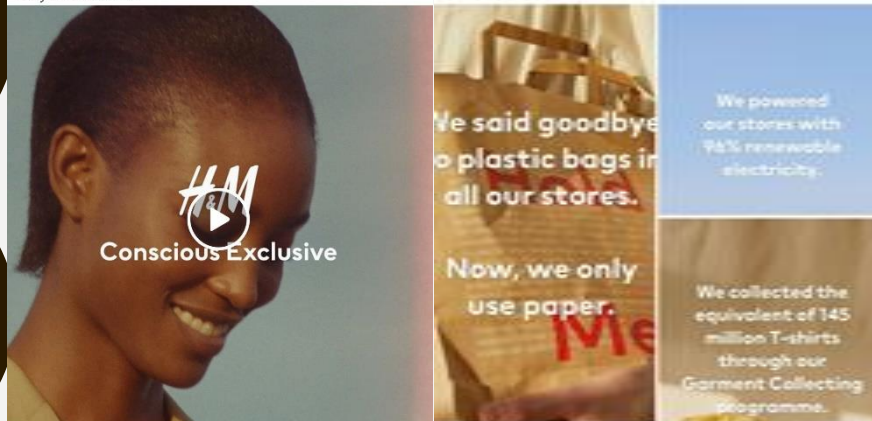
Aware phase



Appeal phase

Introducing the 11th collection from Conscious Exclusive: Emotionally durable pieces made from more sustainably sourced materials. Available now at [ae...](#) Näytä lisää

Näytä käännös



2. H&M: [INSERT YOUR OBSERVATION PICTURES & ADDITIONAL MATERIAL HERE]

- Space reserved for additional material

Ask phase

Valitse koko


YKSITYISKOHDAT

TOIMITUS JA MAKSAMINEN


TUOTTEEN TAUSTA

Jäsenet saavat ilmaisen toimituksen ja palautuksen yli 25€ ostoksiin.


STYLE WITH



Wedge-heel sandals
AED 129.00




Wedge-heel sandals
AED 129.00
AED 55.00
(save 57%)



Suede slides
AED 199.00

What are you looking for?



LADIES

DIVIDED

MEN

KIDS

H&M HOME

SALE

Act phase

SECURE CHECKOUT

Sign in with email address

Email address

Password


SHOW


SIGN IN

Forgot password?

Back to basket

Sign in with social media

 Sign in with Facebook

 Sign in with Google

CHECKOUT AS GUEST

SECURE CHECKOUT

1 Choose delivery

2 Make payment

3 Order confirmation

HOME DELIVERY

Free delivery on everything!

OR

CLICK & COLLECT

Collect your order in store is unavailable

DELIVERY INFORMATION

First Name

Last Name

Email

Order Summary

Edit

Items in your basket (1)

Subtotal

AED 10.00

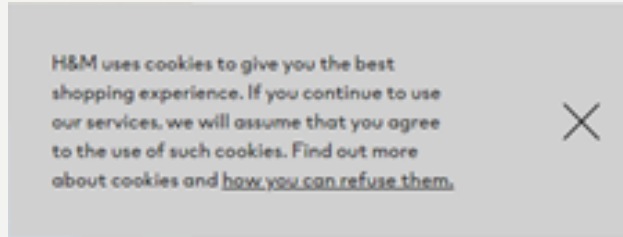
Order Total

AED 10.00

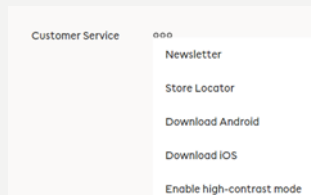
Before Delivery

Inclusive of VAT

2. H&M: [INSERT YOUR OBSERVATION PICTURES & ADDITIONAL MATERIAL HERE]

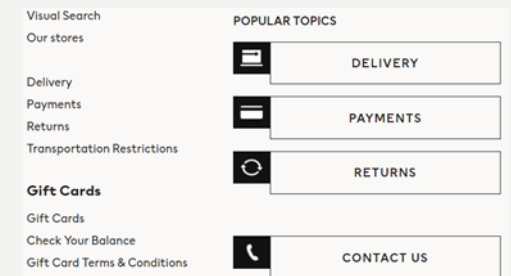


When coming for the first time to the uk site there is this small window about cookies. You can also click the part of the message if you want more information.



In top and bottom of the site there are customer service, possibility to download H&M app, read about legal&privacy aspects and about contract. These can be found easily.

Downloading the app is also easy because it can be done straight by clicking the wanted operation system and it takes you straight to the appstore.



It was harder than in Zalando's case to find information about cancelling the order. Finally I found that from Terms&Conditions. Cancelling is possible if delivery time is longer than 30 days. Cancelling is possible at the same day the order was made until 28 days receipt of the order. Cancelling can be made with the letter or via contacting to the customer service. In my opinion it was harder to understand this information because it was so formal. Also Zalando's instructions about the cancelling were much more easier to understand.

The return section is easy to find and the information is quite understandable. There are also lot of information available for different situations.

2. H&M: [INSERT YOUR OBSERVATION PICTURES & ADDITIONAL MATERIAL HERE]

PRIVACY NOTICE

Data privacy is of high importance for H&M and we want to be open and transparent with our processing of your personal data.

We therefore have a policy setting out how your personal data will be processed and protected.

Who is the controller of your personal data?

The Swedish company, H & M Hennes & Mauritz GBC AB ("H&M"), is the controller of the personal data you submit to us and responsible for your personal data under applicable data protection law.

H & M Hennes & Mauritz GBC AB
Master Samuelsgatan 46
106 38 Stockholm
Sweden

Companies register: Bolagsverket/Swedish Companies Registration Office
Company registration number: 556070-1715
Authorised representative: Helena Helmersson
VAT registration number: VAT NO. SE556070171501

It was easy to find and understand data privacy notice. It was represented by using question&answer method.

Also Terms&Conditions were easy to find on the bottom of every page and those were clearly expressed. In my opinion those were easier to understand than Zalando's.

3. IKEA VALUE PROPOSITION

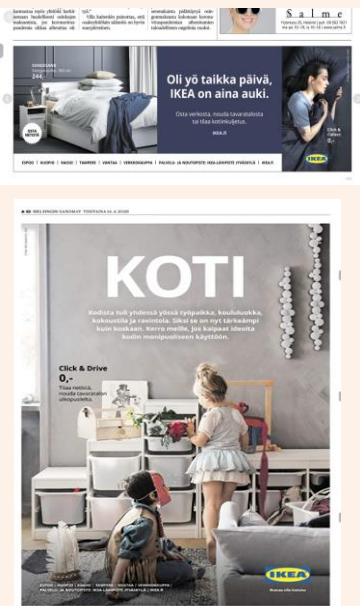
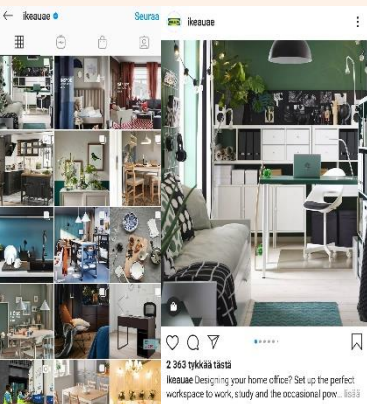
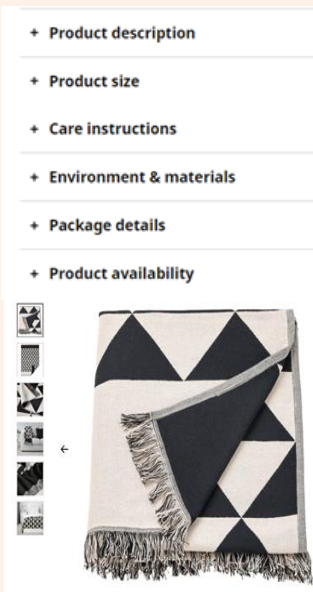
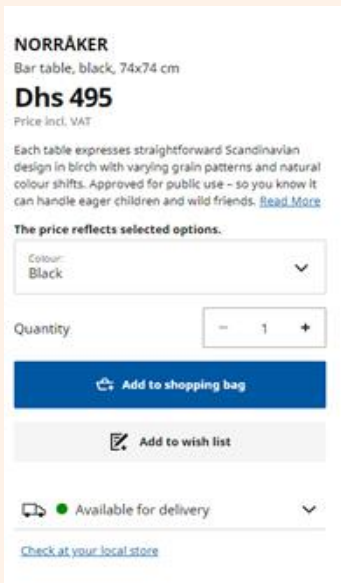

What is the company value proposition for its customers and how it is shown in its marketing?

Answer here: IKEA aims to welcome its customers into a world of inspiration for their homes. IKEA offers low-price furniture made by sustainable way. The company wants to create better everyday life for many people. Design, large and varying selection, sustainability and product prices are top priorities in the company.




<https://about.ikea.com/en/who-we-are/our-roots/the-ikea-vision-and-business-idea>

IKEA is marketing its products by telling what's the price, what they have to offer and what kind of situations these would be good/suitable. In my opinion sustainability emerges most in the website. Also IKEA is quite global group because it has stores almost everywhere so their products are available for many people in many different countries.


2. IKEA: [OBSERVATIONS]

WHAT/HOW	AWARE	APPEAL	ASK	ACT	ADVOCATE
<p>What: What is the message in each phase? What kind of CTAs are used?</p>	<p>We have something to offer related to this situation. CTA: Buy online, get from store or use home delivery. Click&drive.</p>	<p>Get the closer look to our selection. This might interest you. We have large selection and for different purposes. CTA: Show the products.</p>	<p>Information about the product or similar options. CTA: What are you looking for?</p>	<p>Many have already bought/think this. You should also buy this. Buying is secure. CTA: Add to shopping bag. Begin checkout. Continue.</p>	<p>We have now this IKEA's closet.</p>
<p>How: Which channels/media and what kind of content format (pictures, text, blog, videos...)? Answer with text and pictures</p>	<p>Helsingin Sanomat-magazine. Pictures, text.</p> 	<p>Social media: Instagram. Pictures, text, videos.</p> 	<p>Website: Text and pictures.</p> 	<p>Website: Text, pictures.</p> 	<p>Social media; Facebook. Picture and text.</p> 
<p>Conclusions: How consistent is the message based on value proposition?</p>					

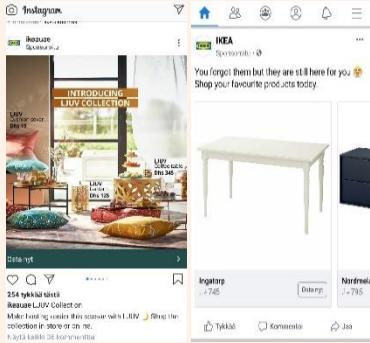

2. IKEA: [OBSERVATIONS]

WHAT/HOW	AWARE	APPEAL	ASK	ACT	ADVOCATE
What: What is the message in each phase? What kind of CTAs are used?					
How: Which channels/media and what kind of content format (pictures, text, blog, videos...)? Answer with text and pictures	<p>Talo&Koti-magazine. Text, pictures.</p>  	<p>Social media: YouTube. Videos, text, pictures.</p> 			
Conclusions: How consistent is the message based on value proposition?					

2. IKEA: [OBSERVATIONS]

WHAT/HOW	AWARE	APPEAL	ASK	ACT	ADVOCATE
What: What is the message in each phase? What kind of CTAs are used?					
How: Which channels/media and what kind of content format (pictures, text, blog, videos...)? Answer with text and pictures		<p>Website: text, pictures.</p> 			
Conclusions: How consistent is the message based on value proposition?					

2. IKEA: [OBSERVATIONS]

WHAT/HOW	AWARE	APPEAL	ASK	ACT	ADVOCATE
What: What is the message in each phase? What kind of CTAs are used?					
How: Which channels/media and what kind of content format (pictures, text, blog, videos...)? Answer with text and pictures	<p>Banner advertising: Instagram and Facebook apps. Pictures, text.</p> 	<p>Social media: Facebook. Text, pictures.</p> 			
Conclusions: How consistent is the message based on value proposition?	<p>It's quite consistent. They show their large and cheap collection of furnitures etc and those are suitable for many situations and many kind of people. Sustainability is not emerging.</p>	<p>In my opinion it's more overall message than in aware phase. They show their large selection in different channels and offer an inspiration at the same time.</p>	<p>Very consistent. There are information about sustainability, prices, selection, similar products etc.</p>	<p>It's not that consistent anymore. It's more like buy this, it's easy and there are services like delivery and assembly for you to pick up.</p>	<p>It's the less consistent in this phase. There is no visible message to recommend the product in customer's network.</p>

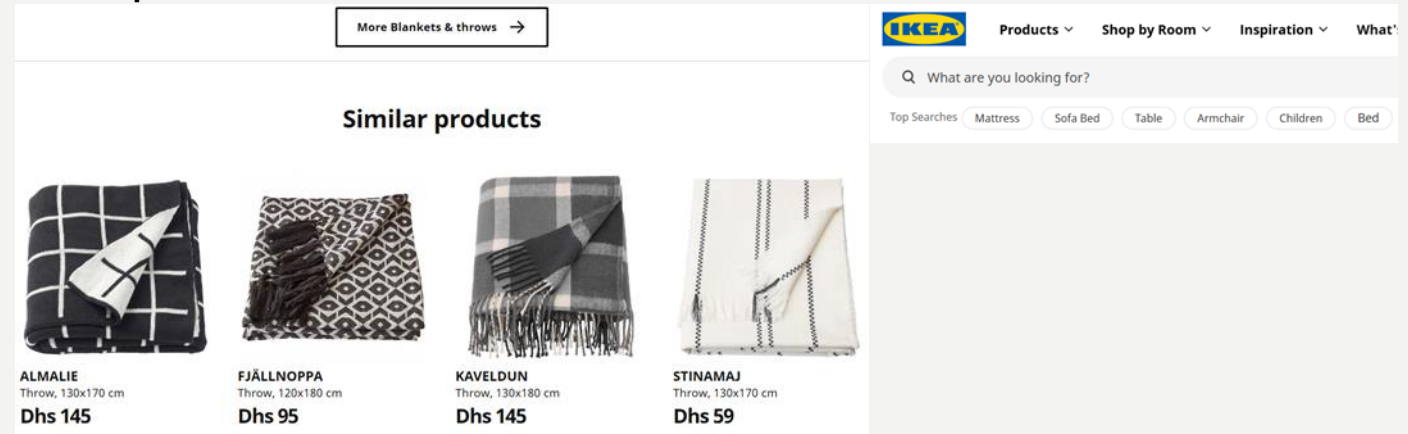
3. IKEA: [INSERT YOUR OBSERVATION PICTURES & ADDITIONAL MATERIAL HERE]

- Space reserved for additional material

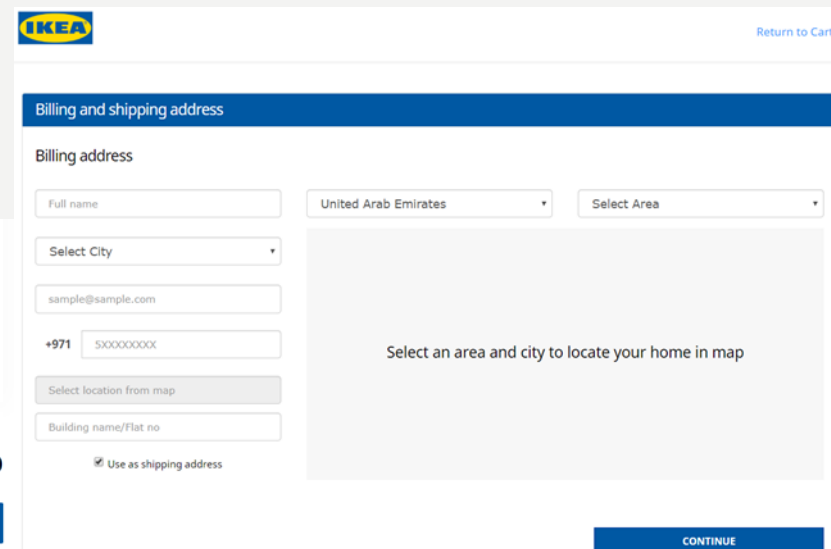
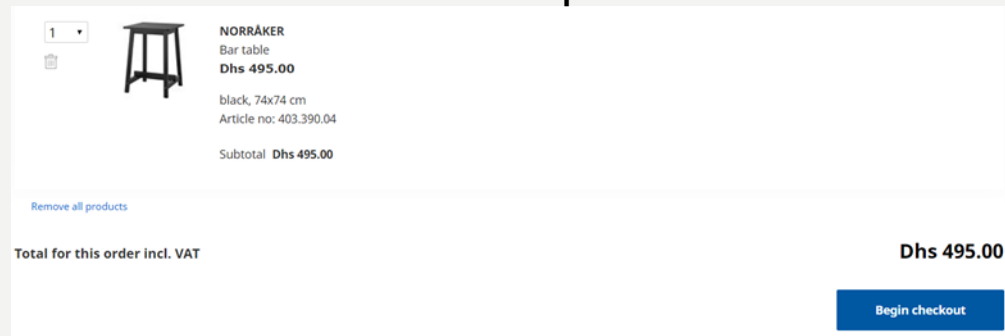
Aware phase



Ask phase



Act phase

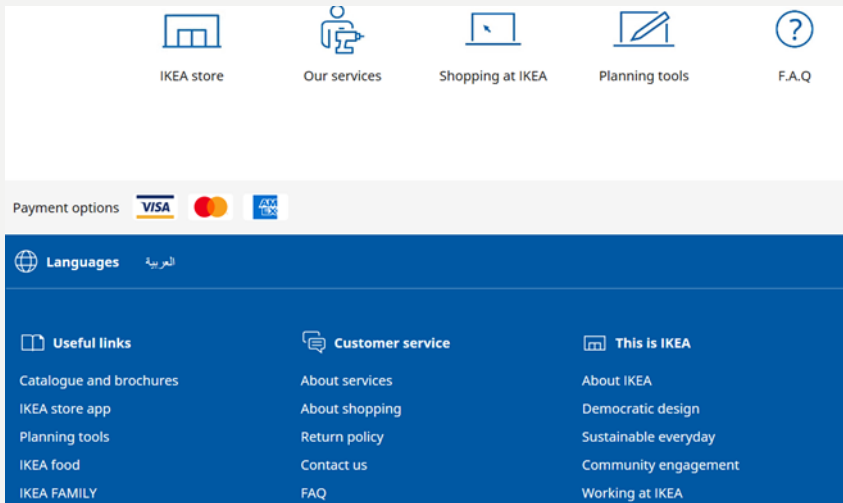


3. IKEA: [INSERT YOUR OBSERVATION PICTURES & ADDITIONAL MATERIAL HERE]

The IKEA website uses cookies, which make the site simpler to use. [Find out more about browser cookies.](#)



When entering to the website there is short message about using cookies. There is also a link where you can find more information about IKEA's cookie policy.



On the bottom of the site there are information about return policy, privacy- and cookie policy. There is also IKEA shopping app available and there are links to the app stores. There is no terms&conditions available considering this app.

Cancelling section was a bit hard to find because it wasn't in return section but instead it was in FAQ. Cancelling an order is possible before the delivery. An item can be cancelled if the package is not opened. If you want to cancel you must contact the call center. In my opinion the instructions for cancelling were clear.

It was easy to find the return policy because it was in the bottom of the site. The instructions were short and simple and understandable.



Return policy

For an exchange or refund, you can return your products within 90 days. Simply return the unopened items and please return them with proof of purchase.

If the returns criteria are not met fully, we may refuse the return.

This policy is in addition to your statutory rights and IKEA commercial guarantees.

3. IKEA: [INSERT YOUR OBSERVATION PICTURES & ADDITIONAL MATERIAL HERE]

The IKEA Privacy Notice

About this Privacy Policy

We know how important it is for you to understand how we use your data. This Privacy Policy sets out how and why we collect, store, process and share your personal data. We will always be transparent with you about what we do with your personal data.

This Policy also tells you what your rights are in relation to the personal data you give to us. If you have any questions about this Privacy Policy or your rights under it, please contact:

Address: IKEA Customer Services Dubai Festival City, Al Rebat Road, Dubai, P.O. Box 50618, United Arab Emirates

Telephone: 00971 04 203 7555

E-mail: privacy.IKEA@alfuttaim.com

We are IKEA Branch of Al-Futtaim trading CO L.L.C. in Dubai; Hamad & Mohammed Al-Futtaim Company (Abu Dhabi) – IKEA L.L.C. in Abu Dhabi. Further referred to as ("IKEA"). IKEA is the "data controller" of any personal data it may collect, process and hold about you, unless we inform you otherwise.

IKEA Cookie Policy

About this Cookie Policy

This Cookie Policy explains what cookies are and how we use them. You should read this policy so you can understand what type of cookies we use, the information we collect using cookies and how that information is used. For further information on how we use, store and keep your personal data secure, see our Privacy Policy.

This Policy also tells you what your rights are in relation to the personal data you give to us. If you have any questions about this Cookie Policy please contact:

Address: IKEA Customer Services Dubai Festival City, Al Rebat Road, Dubai, P.O. Box 50618, United Arab Emirates

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The privacy and cookie policies were easy to find and understand. Those were done by using Ask&Answer method. There were told what personal data IKEA is collecting and when and how they are going to use that information etc.

4. ANALYSIS: COMPARE THE COMPANIES

	ZALANDO	H&M	IKEA
Efficiency of messages and CTAs. Does it make sense based on Five A's framework?	<p>Messages and CTAs were clear and powerful throughout buyer's journey except the aware phase.</p> <p>Zalando was less visible in aware stage and it was differing the most from 5A's framework. It didn't use traditional media at all during the observation period.</p>	<p>Messages were clear and powerful. I think H&M's messages and CTAs were the best in compared to these three companies.</p> <p>H&M was using both traditional and digital media in the customer path and like it's shown in the 5A's framework.</p>	<p>Messages and CTAs were clear and powerful except in advocate phase.</p> <p>IKEA was using both traditional and digital media in the customer path. Marketing approach was complying with the 5A's framework. IKEA used the most traditional media.</p>
Channels and content formats used. How interesting, educating, creative, entertaining the content is?	<p>During the observation period Zalando was using only digital channels. No advertising in traditional media.</p> <p>Channels used: -Social media: Instagram, YouTube, Facebook -Website (Text and pictures the most, also videos)</p> <p>Content was interesting and entertaining. They used different channels and formats.</p> <p>In my opinion everyones content were quite same and high-quality. They used same kind of channels and same kind of content formats.</p>	<p>H&M used traditional and digital channels.</p> <p>Channels used: -Talo&Koti magazine 5/2020 -Website -Social media: Facebook, Instagram, YouTube(+banner ads) -Gulf news-app(banner ad) -Different websites(banner ads) (Text and pictures the most, also videos)</p> <p>Content was interesting and entertaining. There were many kinds of formats used.</p>	<p>Ikea used both traditional and digital channels.</p> <p>Channels used: -Helsingin Sanomat newspaper -Talo&Koti magazine 5/2020 -Website -Social media: Instagram, Facebook, YouTube(+banner ads) (Text and pictures the most, also videos)</p> <p>Content was interesting,inspiring and entertaining. I would say IKEA's content was the best because it used more channels than others.</p>
I.Your own opinion and recommendations for improvement 2. Compare Five A's framework with Hubspot's Buyer's Journey			

4. ANALYSIS: COMPARE THE COMPANIES

	ZALANDO	H&M	IKEA
Efficiency of messages and CTAs. Does it make sense based on Five A's framework?			
Channels and content formats used. How interesting, educating, creative, entertaining the content is?			
<p>1. Your own opinion and recommendations for improvement</p> <p>2. Compare Five A's framework with Hubspot's Buyer's Journey</p>	<p>1. Zalando was less visible during the observation time so I would recommend them concentrating more for different channels and for example banner advertising.</p> <p>Also I was wondering why this company is not using traditional channels because those are playing major role in building an awareness.</p> <p>Also it would be good to improve the paying section(no need to sign in/create account when paying).</p>	<p>1. I think the messages could be more alike in different websites. For example I couldn't find "Product background" in every page(.fi/.com/.ae) even if sustainability is in the value proposition.</p>	<p>1. I would recommend to concentrate more to the advocate step because it was IKEA's least visible step in 5A's framework.</p>

4. ANALYSIS: COMPARE THE COMPANIES

Efficiency of messages and CTAs. Does it make sense based on Five A's framework?			
Channels and content formats used. How interesting, educating, creative, entertaining the content is?			
1. Your own opinion and recommendations for improvement 2. Compare Five A's framework with Hubspot's Buyer's Journey	2. 5A framework is generalized path to everybody whereas Hubspot's buyer's journey is more personalized according to buyer personas. In 5A's there are five steps and Hubspot's model there are only three. In 5A there is also this advocate phase that is all about after the purchase. In Hubspot's model there is no such a step.	5A is based on person's own activity and actions and it concentrates more to the brand, image and reputation. Helping and providing relevant information is characteristic for Hubspot's Buyer's Journey. Selling and marketing are seen as byproducts. Also this Buyer's Journey is part of the bigger inbound strategy.	

4. ANALYSIS: COMPARE THE COMPANIES

My own notices	<p>All of these three companies were mainly using digital channels and I would say that the content they were offering was quite similar.</p>	<p>Marketing is more often done in social media. Also marketing in blogs and social media is popular combination. It seems that influencers are doing more and more digital marketing nowadays and they decide the brands they want to collaborate with.</p> <p>I didn't notice any blogger mention these three companies during the observation period. Couple years ago bloggers I follow used to mention they have H&M or Zalando clothes or IKEA's furnitures and they weren't even collaborating with the company. Nowadays they are not doing it anymore or when they do it is paid advertising and often it is someone else than IKEA, Zalando or H&M. Also I have noticed that they prefer mention other brands that are more expensive(designer brands) or local and made by smaller companies. So I think the advocate and aware phases are different now than 5-10 years ago.</p>	<p>IKEA was advertising suprisingly less in traditional channels compared to its rivals such as (Asko,Isku). But IKEA was advertising the most in traditional channels during this observation period that consisted Zalando,H&M and IKEA observation. Afterwards I think did I observe wrong traditional channels because only IKEA used them mostly. Also I think IKEA might have different customers than example in Zalando and that's why IKEA was using traditional channels the most.</p>

5. DESCRIBE THE OBSERVATION PROCESS FOR YOUR FINAL ANALYSIS

Process is equally as important as the result. How did you observed the selected companies? What was the timeframe and what where the methods? Why did you select these 3 companies?

Answer here:

I selected these companies because those were given to us and I was familiar with those. Those are also quite big companies so I thought that they are going to do marketing and sales noticetably and that's why it's easier to observe them.

I mainly observed these companies by using digital channels, because of the lack of traditional channels. We don't have TV and we don't get magazines or printed advertising to our home. Also there were this situation with corona virus so for example IKEA and H&M weren't open normally and I didn't travel to the city during this time. Traditional channels that I used were: Helsingin Sanomat(digital edition), Gulf news(App), Talo&Koti magazine(digital edition). Digital channels I used were: websites, social media(Instagram,Facebook,YouTube), TV:Areena, Ruutu and Katsomo applications and bloggers I follow. Bloggers I follow are popular in Finland and the areas they are influencing are lifestyle,fashion and interior decoration.

I read Helsingin Sanomat every day and also I'm using Instagram,YouTube and Facebook every day. I'm using Gulf News app almost every day. I read blogs 1-2 times a week and I think I also use Areena,Ruutu or Katsomo as many times.

I started observing these companies on 14.3. and ended it 1.5. so it took seven weeks to follow the actions these companies were making. I tried to observe first Zalando, then H&M and finally Ikea but actually observation was overlapping because I was reading Helsingin Sanomat and using social media so often and observing these three companies at the same time.

5. DESCRIBE THE OBSERVATION PROCESS FOR YOUR FINAL ANALYSIS

Process is equally as important as the result. How did you observed the selected companies? What was the timeframe and what where the methods? Why did you select these 3 companies?

Answer here:

In my opinion it was little bit difficult to decide how should I divide which content I'm going to put to the aware stage and what to the appeal stage because these two are using the same marketing channels and they use overlapping marketing techniques such as advertising. I have understood that aware is more like general advertising and appeal is stage where customer might go to the website or social media page. Also I was little bit confused considering the fact that usually in the awareness stage there are many brands/companies available and in appeal stage the most interesting ones start to stand out. However in this work the firms were already given to us and we had to observe only them.

During the observation period I started to think can product reviews be both ask and advocate. Buyers might look those when searching information in ask phase and the happy customers might recommend the product there in advocate phase.

Mainly I was quite unsure am I doing this right. There was only one example in the book and I didn't find any additional info from the internet about this 5A's framework. Many times I was thinking should I include this and this into my work but I wasn't sure where to put it so I didn't add those materials. Still it was interesting to do this and observe these companies and I hope I have understood and done this correctly.

5. OBSERVATION ACTIVITIES DIARY

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
W1						14.3. IKEA's ad in Facebook (Aware)	15.3.
W2	16.3.	17.3. IKEA's ad in Facebook	18.3. Zalando's website: frontpage, YouTube channel, Facebook(Appeal)	19.3. Zalando's website;jacket description, review(Ask+advocate)	20.3. Zalando's website: Buying a jacket(Act)	21.3.	22.3.
W3	23.3. Zalando Legal aspects	24.3. IKEA's ad in Helsingin Sanomat. Zalando in Instagram(Appeal)	25.3. H&M website+Facebook (Appeal)	26.3.	27.3.	28.3.	29.3.
W4	30.3.	31.3. H&M Instagram&Facebook(Appeal)	1.4.	2.4. H&M's banner ad in Instagram and Facebook(Aware)	3.4. H&M's website. Size guide, review(Ask) Also product's background.	4.4. H&M's website. Sharing options.(Advocate)	5.4.

5. OBSERVATION ACTIVITIES DIARY

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
W5	6.4. Buying the product from H&M's website(Act)	7.4. H&M's YouTube(Appeal)	8.4.	9.4. Zalando ad in Instagram(Aware)	10.4. H&M Legal aspects	11.4.	12.4.
W6	13.4.	14.4. IKEA's ad in Helsingin Sanomat	15.4.	16.4.	17.4.	18.4. IKEA's ad in Instagram(Aware)	19.4.
W7	20.4. H&M's banner ad in Facebook. IKEA's Instagram, Facebook, Website(Appeal).	21.4.	22.4. IKEA's website(Ask)	23.4. IKEA's website(Act)	24.4.	25.4. Talo&Koti magazine(Ikea and H&M ads)	26.4. IKEA facebook(Advocate) H&M's banner ad in Instagram(Aware)
W8	27.4.	28.4. H&M banner ad in kelikamerat.fi (Aware)	29.4. H&M ad in Facebook(Aware) IKEA Legal aspects	30.4. H&M banner advertisement in Gulf news+website(Aware)	1.5		