

Press Release

## **IKEA received 4 awards at the Retail Business Awards 2023**

[IKEA](#), Foullis Group company, was awarded in a total of 4 categories, on Monday January 22 at the largest institution of the Greek Retail and Industry, the RETAILBUSINESS AWARDS 2023. This year's RETAILBUSINESS AWARDS were presented more renewed, expanded and more competitive than ever!

With the campaign and its new corporate positioning "We live together. We create together" presented by IKEA last year, managed to stand out among various competitors. IKEA with the Creators "Manifesto", which aimed to speak on many different levels about human creation, won a Gold award in the "Social Media Retail Strategy" category.

The 2nd Gold award pertains to the "IKEA Family" Loyalty Reward Program, IKEA's loyalty and reward program. It is a valuable tool that not only rewards consumers but also serves as a significant source of data for enhancing customer experience. The awards were rounded out by the categories "Retailers Marketing Teams of the Year," with IKEA's team being among the marketing teams that have stood out for the design, development, and implementation of creative and effective strategies, and the "CSR Strategy" category, for the CSR actions it implements and the sustainable practices the company adopts.

The goal of the RETAILBUSINESS AWARDS, which are being held for the 21st consecutive year, is to highlight and ultimately reward companies that continue to demonstrate their dynamism through their practices. The awards are held annually under the auspices of the Ministry of Development and are organized in collaboration with the Hellenic Retail Business Association (SELPE), the Hellenic Confederation of Commerce & Entrepreneurship (ESEE), and the Supermarket Association (ESE).

These awards come to crown an extremely creative year and set the bar even higher for the creation of strategies capable of strengthening the company's relationship with its customers. IKEA, faithful to its philosophy of creating familiar spaces for each of us, is committed to continuing its vision by providing all the necessary tools for a more creative everyday life.

**#ikea**  
**#zoumemazi**  
**#dimiourgoumemazi**

Focus: ikea, ikea.gr

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