

Press Release

IKEA receives international recognition at the IPRA Golden World Awards 2026

IKEA, a Foullis Group Company, received a significant international distinction at the **2026 Golden World Awards** of the **International Public Relations Association (IPRA)** for its **“Wake Up! It’s Time for Sleep”** campaign, reaffirming IKEA’s ability to transform everyday human needs into meaningful and creative communication ideas that stand out on an international level.

With its distinctive message, “Wake Up! It’s Time for Sleep,” the campaign was awarded in the Consumer Product Launch category, placing sleep at the heart of the conversation and highlighting the importance of the bedroom in creating a better everyday life.

The campaign is built around the six key factors that affect sleep: light, temperature, air quality, comfort, sound and organization, while showcasing IKEA’s wide range of products and solutions for the [bedroom](#). Through functional and affordable solutions, IKEA helps create the right conditions for a space that supports better sleep quality, comfort and peace of mind.

The distinction at the IPRA Golden World Awards recognizes IKEA’s strategic and creative approach, which connects a powerful consumer insight with the brand’s vision of creating a better everyday life for the many people. The campaign transforms a fundamental need such as sleep into a broader conversation about well-being and the importance of creating the right conditions within the home.

IKEA’s success at the IPRA Golden World Awards also reflects its strategic and creative collaboration with Gravity The Newtons, which contributed to the planning and implementation of the campaign by combining strategy, creativity and a meaningful connection with consumer needs, with the aim of highlighting sleep as an essential part of a better everyday life.

#ikea

#zoumemazi

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Focus: ikea, ikea.gr

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