



Press Release

IAB MIXX Awards 2026: IKEA Recognized once again

[IKEA](#), a Foullis Group Company, continues to strengthen its presence in the digital landscape, earning another significant distinction at one of the most prestigious digital marketing award events, the **IAB MIXX Awards Europe 2026**.

At the 15th edition of the awards, IKEA received a **Silver Award in the Predictive Analytics & Audience Intelligence category**, the highest distinction awarded in this category, for its campaign **“Wake up! It's time to sleep!”**. This recognition highlights IKEA's strategic approach, combining creativity, innovation and data-driven insights. The European distinction follows the **Gold Award** received by the same campaign at the **IAB MIXX Awards Greece**.

Through an integrated communications approach and content focused on the key elements of quality sleep, the campaign addressed the needs and habits of today's consumers, highlighting the importance of a good night's sleep in everyday life. The campaign contributed to increased awareness of the sleep category, while also driving traffic and sales, as demonstrated by measurable results.

A key factor in this year's recognition was IKEA's strategic collaboration with **The Newtons Laboratory** and **KINESO**, both of which played an instrumental role in the campaign's planning and execution.

With this European distinction, IKEA continues to strengthen its presence across the digital ecosystem, reaffirming its commitment to creating inspiring experiences that bring people closer to the brand.

#ikea

#zoumemazi

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Focus: ikea, ikea.gr

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