

Press Release

## IKEA Wins Five Awards at the Marketing Achievement Awards and PR Awards 2024

[IKEA](#), a Foullis Group company, has once again stood out in the Greek business and communication market, winning a total of five awards at the Marketing Achievement Awards and PR Awards 2024. IKEA's multiple distinctions confirm the company's effective initiatives in the market it operates in.

Specifically, IKEA was awarded five awards: 1 Gold, 2 Silver, and 2 Bronze for the design and implementation of its targeted and effective marketing actions.

Detailed awards won by the company:

**-Gold Award** in the category "Best Marketing Achievement in Home, Furniture & DIY" at the Marketing Achievement Awards 2024, for the overall marketing and communication strategy followed by IKEA in 2023.

**-Silver Award** in the category "Best Marketing Strategy for a Sustainable Future" at the Marketing Achievement Awards 2024, for the strategy followed by IKEA to inspire, activate, and guide the public towards a holistic and positive direction in reducing raw material waste and broadly [protecting the environment](#).

**-Silver Award** in the category "Best Use of Content Creators" at the Marketing Achievement Awards 2024, for the launch and content of IKEA's new TikTok account, on the campaign launch "We Are Creators," which set the new positioning of the company in collaboration with The Newtons Laboratory.

**-Bronze Award** in the category "Best Marketing Strategy for Brand Building" at the Marketing Achievement Awards 2024, for IKEA's new 360° campaign "We Are Creators," designed and implemented by The Newtons Laboratory.

**-Bronze Award** in the category "Event/Experiential Marketing" at the PR Awards 2024, for the organization and execution of the corporate event "We Are Creators," designed and implemented by Gravity The Newtons, on the launch of the new corporate positioning and IKEA's new communication campaign.

The awards aim to recognize the most innovative projects in the business sector and in our country's public relations field. This year's awards were held with honorary ceremonies at event venues, dedicated to companies that stood out for their strategy, innovations, and ultimately the effectiveness of their marketing actions.

#ikea

#zoumemazi #dimiourgoumemazi

Focus: ikea, ikea.gr

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