

Press Release

## IKEA emerges as a digital marketing leader with 14 distinctions across two leading institutions

[IKEA](#), a member of Foullis Group, received a total of 14 distinctions at two major Digital Marketing institutions – the Social Media Awards 2025 and the MIXX Awards Greece – confirming its innovative, data-driven, and highly effective presence across digital channels. Specifically, at the Social Media Awards, IKEA won 3 awards, while at the MIXX Awards Greece, the leading institution recognizing innovation in the digital space, it was honored with 11 awards (7 main distinctions and 4 additional IAB Member Awards from the Interactive Advertising Bureau).

This year's recognition reflects the company's ongoing strategic strengthening of its presence across digital channels, an area in which IKEA continues to invest through creative and targeted approaches. Through specially designed initiatives tailored to each platform, IKEA strengthens its relationship with audiences, increases engagement, and highlights the brand's character and values through dynamic content.

More specifically, for the campaign **“Wake Up.’ It’s Time for Sleep!”**, IKEA was distinguished at the Social Media Awards 2025 in the following categories:

- **Gold Award** – Best Use of YouTube | Communication, in the category “Best in Retail & eCommerce”
- **Bronze Award** – Best Use of Meta Family of Apps | Communication, in the category “Best in Retail & eCommerce”
- **Bronze Award** – Best Strategy in Social Media, in the category “Best Social Media Strategy for Brand Awareness”

At the **MIXX Awards Greece**, IKEA stood out:

For the campaign **“Wake Up.’ It’s Time for Sleep!”** in the following categories:

- **Gold Award** in the category “Brand Awareness and Positioning”
- **Bronze Award** in the category “Cross-Platform Synergy”

For the holistic digital marketing strategy applied across categories:

- **Gold Award** in the category “Strategic Search Engine Optimization and Marketing”
- **Gold Award** in the category “Best Data-Driven Marketing Campaign”
- **Silver Award** in the category “Performance-driven Marketing Excellence”
- **Bronze Award** in the category “Best E-commerce Campaign”

At the same time, IKEA received **4 IAB Member Awards** in the categories: Performance-driven Marketing Excellence, Best Social Media Campaign, Best Data-Driven Marketing Campaign, and Best E-commerce Campaign.

IKEA's consistent success in the field of digital marketing is directly linked to its close collaboration with **KINESSO** and **The Newtons Laboratory**, whose contribution to the planning, analysis, and execution of initiatives has been instrumental.

With these new distinctions, IKEA continues to steadily build its presence in the digital environment, underlining its leading position in retail and its ongoing commitment to delivering experiences that inspire, evolve, and strengthen its relationship with people.

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