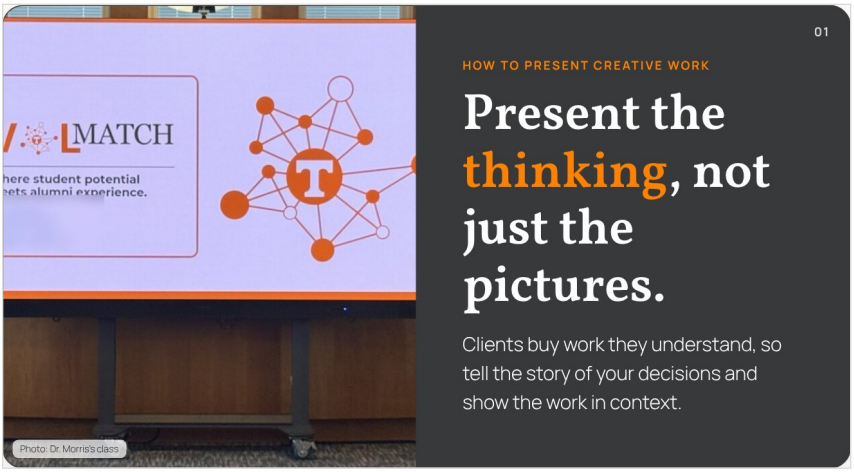
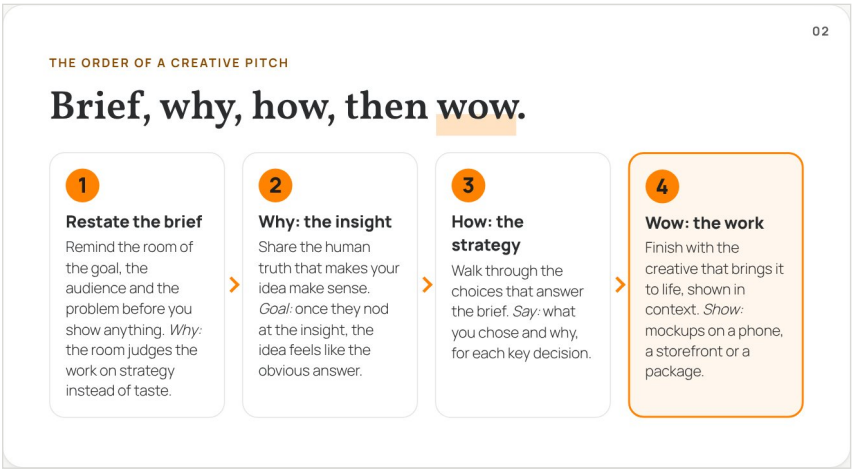
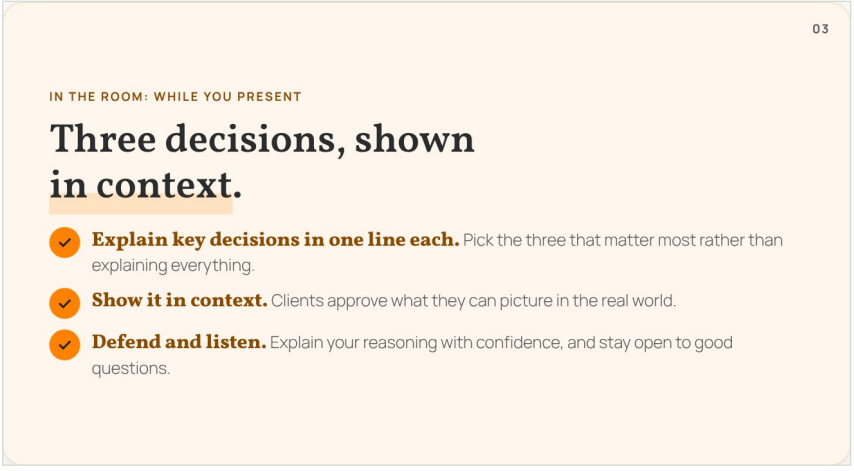


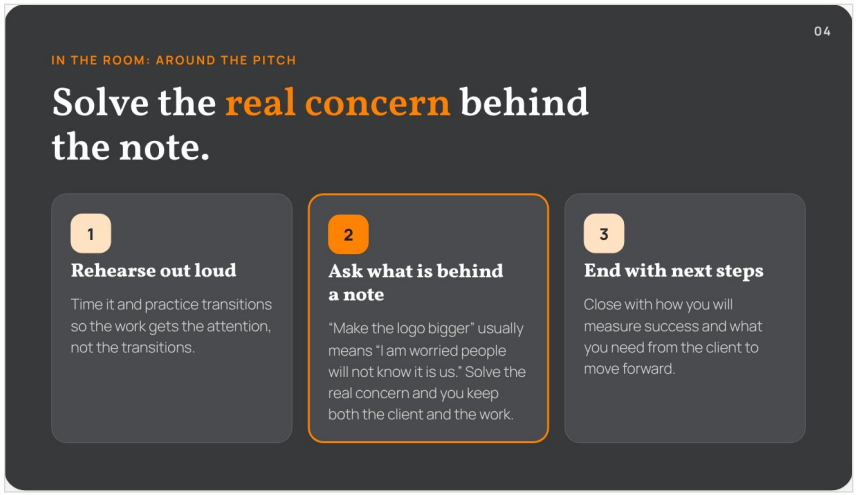
Slide 1



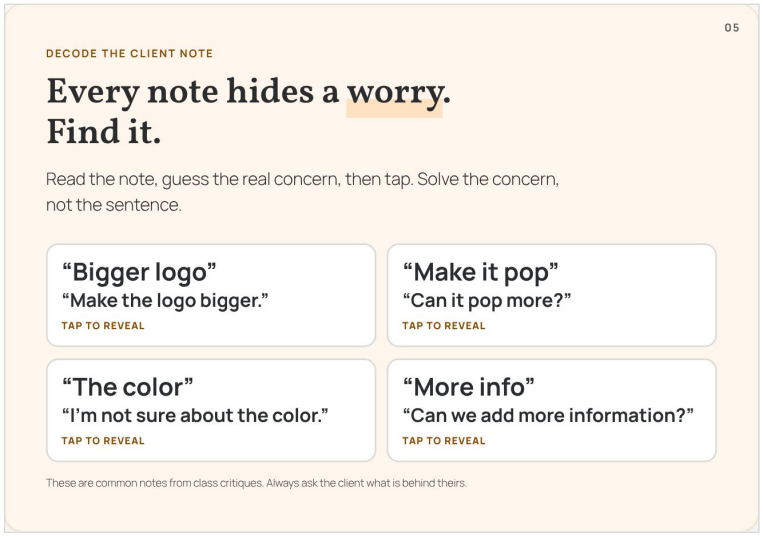
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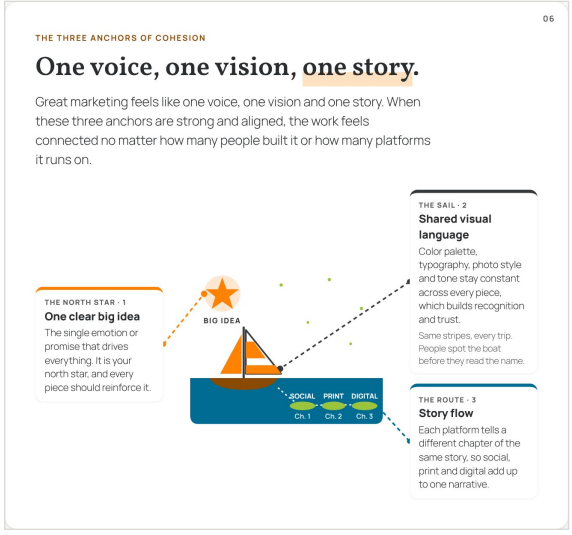
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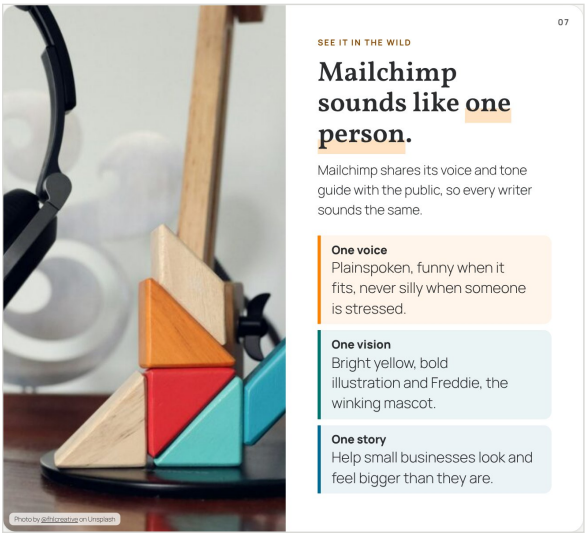
Slide 4



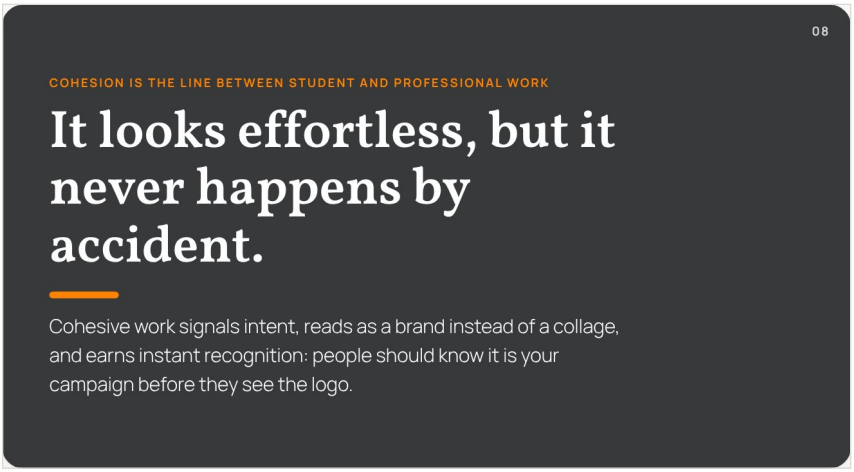
Slide 5



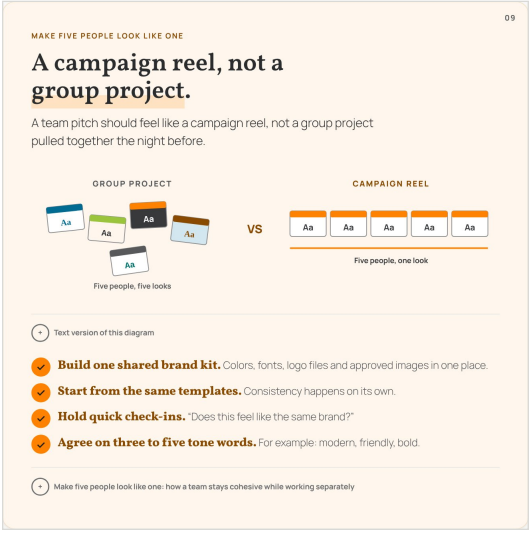
Slide 6



Slide 7



Slide 8



Slide 9

SEE IT IN THE WILD

IKEA looks like one brand everywhere.

Hundreds of people create IKEA's stores, website, app and ads, and it all looks like one company.

Shared rules
The same blue and yellow, the same clean type and the same bright, real-home photos.

Shared voice
Simple, friendly words in every market.

Your team
Agree on one template, one font pair and one photo style before anyone builds a slide.



Slide 10



11

POLISHING THE TEAM PITCH

The deck is the final piece of the campaign.

Treat the presentation as the final piece of the campaign, because it is. It should feel as unified as the work itself.

- **Practice the handoffs.** Each speaker should flow into the next so energy and story keep moving.
- **Use one slide design.** Same template, fonts and visual tone. The deck should look like one person made it, even if five did.

Slide 11

12

FINAL CHECK: THREE TESTS BEFORE YOU PRESENT

Three yeses mean the campaign is cohesive.

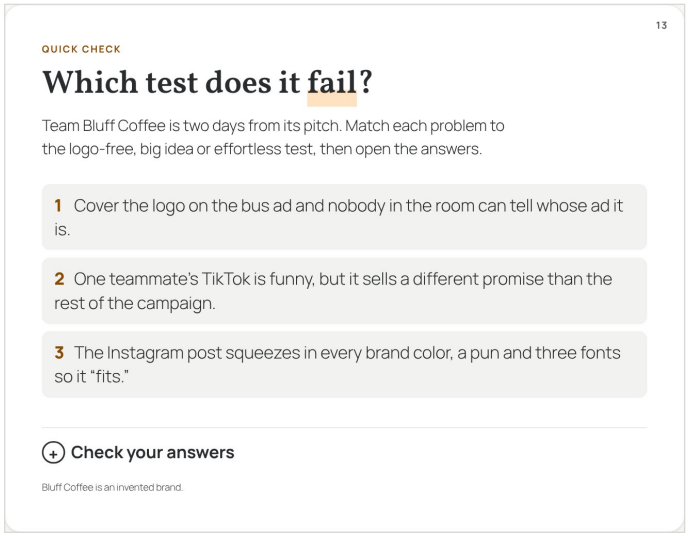
1 The logo-free test
Would someone know this is your brand with the logo covered? Colors, type, photo style and tone should give it away.

2 The big idea test
Does every piece connect back to the one central idea? If a piece feels off to the side, revise it or cut it.

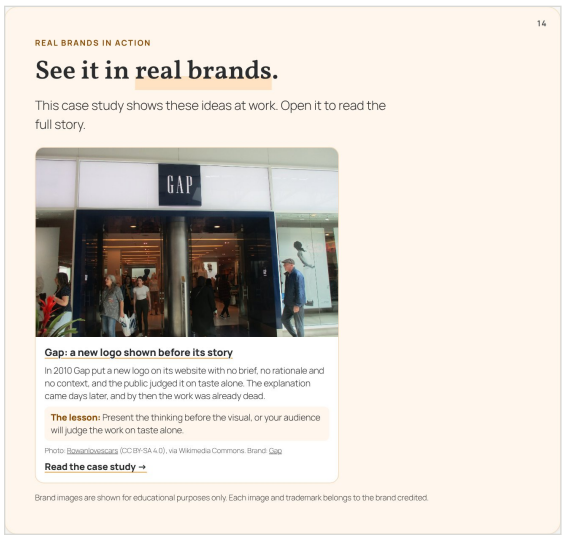
3 The effortless test
Does it look and feel natural? If something seems to be trying too hard to fit, it needs more work.

If you can answer yes to all three, the campaign is cohesive. Cohesion equals clarity: clear, connected and confident work that people remember.

Slide 12



Slide 13



Slide 14