FY27 Launch 2
Communication guidelines

YXSTABY



The collection in short

Communication embargo date 26 Aug 2026 (SSD embargo 1 Oct 2026)

What YXSTABY is our latest gaming collection and the outcome of a brand-new collaboration with XBOX. It consists of nine products – from pieces of furniture to accessories.

Why As always, we want to help create a better everyday life for people. By creating a wider, more functional, flexible, and fun offer, we make it easier to design the perfect setup – and one that makes gaming more comfortable and great-looking – whether you prefer solutions that blend in or not.

When October 2026

Where IKEA retail channels worldwide

Who The collection is created by seven designers from IKEA and XBOX, together with a long line of co-workers from both companies. Collaboration is key!

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Omnichannel
Social media
Retail web + App
Out of home
IKEA newsletter



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Content overview

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Products overview

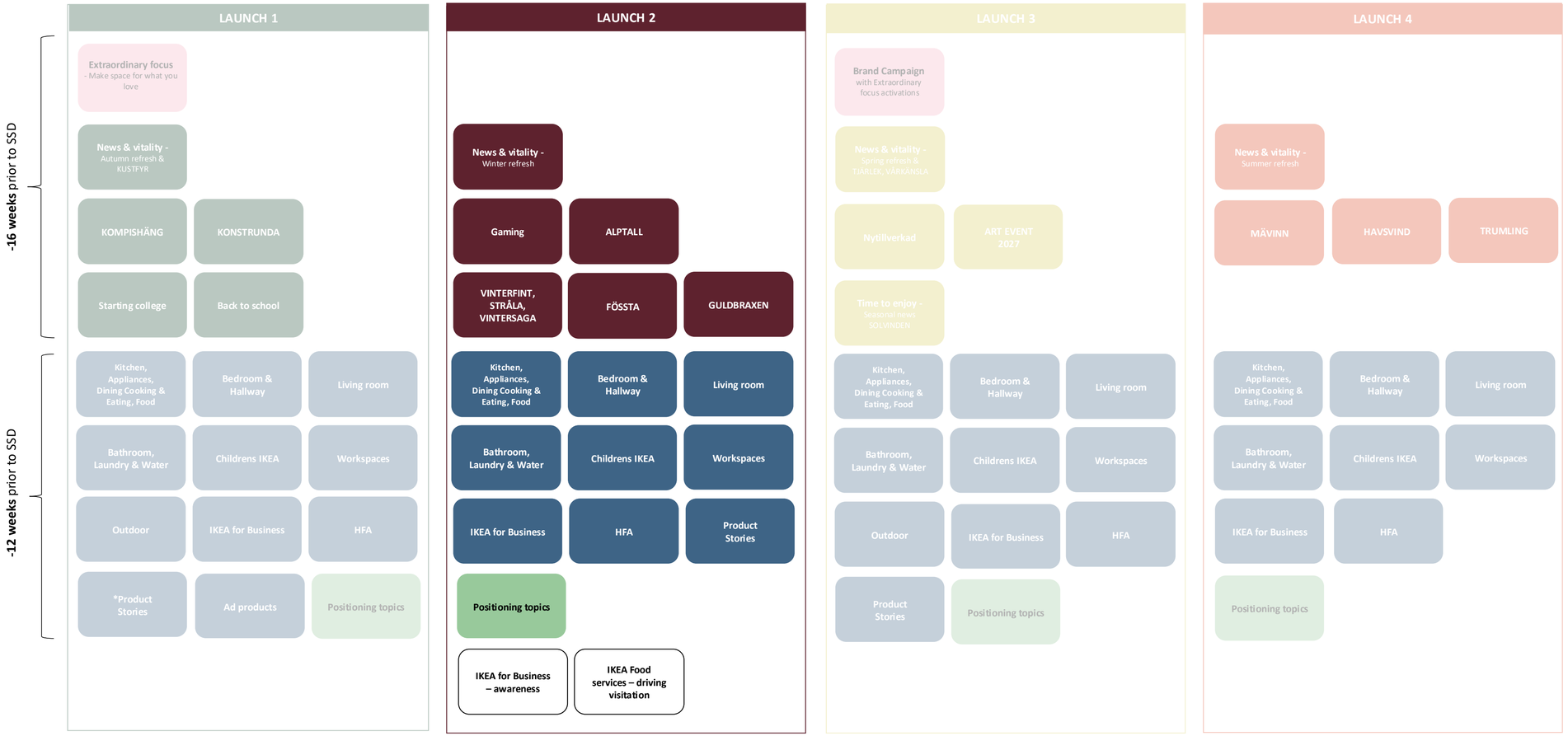
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FY27 Content package overview



FY27 L1 Product stories delivered w.16

FY27 L2 IKEA Food services – driving visitation delivered w. 24

FY27 L2 IKEA for Business – awaress delivered w. 28

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Internal

Make IKEA a go-to gaming destination

Almost everyone plays, at least if they’re 18-35, but not everyone loves the traditional gaming aesthetics. Still, they want all the functionality needed for a great experience. That’s where IKEA comes in.

By teaming up with XBOX, we create a unique offer that merges home furnishing knowledge and gaming expertise.

With this collection, we want to contribute to IKEA becoming a go-to destination for people looking to create/refresh their gaming setup.



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Internal

Target audience

With this collection and its communication, we want to reach the senior Gen Zers, in their late 20s and early 30s, who want a flexible and personal home and a gaming setup that’s functional, comfy, great-looking and affordable.

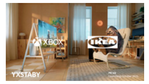
But that’s not all. Regardless of age, YXSTABY is for people who value a good gaming experience and a clean, simple life-at-home aesthetic.



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Internal

Deliverables overview

Channel / Media	
Social media	
IKEA Retail web	
Out of home	
IKEA Newsletter	
PR kit	
Internal communication	

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Internal

Concept

By XBOX and IKEA. Designed for all your lives.

From locking in to lounging out, at home or in-game. YXSTABY collection is designed to support every mode you live in.



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Value proposition

YXSTABY brings together life-at-home knowledge and gaming expertise, combining performance and comfort, simple design and gaming references for play, rest, and time together in real life and virtual worlds.

Key messages

By IKEA and XBOX
We've tapped into each other's expertise – creating a collection that elevates the gaming experience and the look of your home.

Have it both ways
YXSTABY makes room for gaming everywhere. And since it seamlessly blends gaming functionality with sleek, Scandinavian design, there's no need to compromise on style, either.

Two brands, one design
Each item in the collection is the result of close teamwork, with designers from both brands contributing.

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Main products TLA

Style:
Scandinavian modern

Price level:
Low, medium



New **YXSTABY Gaming D-pad cushion**
206.200.04



New **YXSTABY Gaming thumbstick stool**
106.200.09



New **YXSTABY Gaming thumbstick stool**
806.289.50



New **YXSTABY Gaming D-pad controller platter**
406.199.95



New **YXSTABY Gaming controller display box**
906.325.55



New **YXSTABY Gaming controller display box**
706.200.11



New **YXSTABY Gaming lounge chair**
406.200.03



New **YXSTABY Gaming monitor stand**
806.200.01



New **YXSTABY Gaming TV stand on castors**
606.200.02



New **YXSTABY Gaming TV stand on castors**
406.289.52



New **YXSTABY Gaming side table on castors**
906.200.05



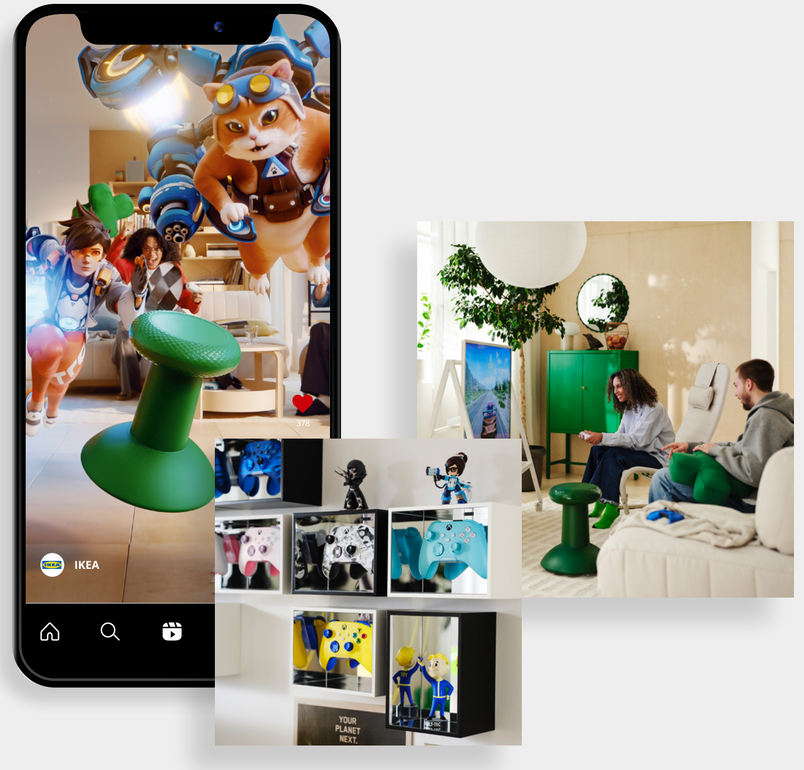
New **YXSTABY Gaming laptop support with storage**
706.199.94

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Content implementation





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PR kit

Here, we introduce all the products in the collection, their benefits and the stories behind. We talk to Philip Dilé, product developer at IKEA of Sweden, and Carl Ledbetter, head of design at XBOX, about why the two brands are such a good match. And we find out what all the seven designers think about the products and the joint design process.

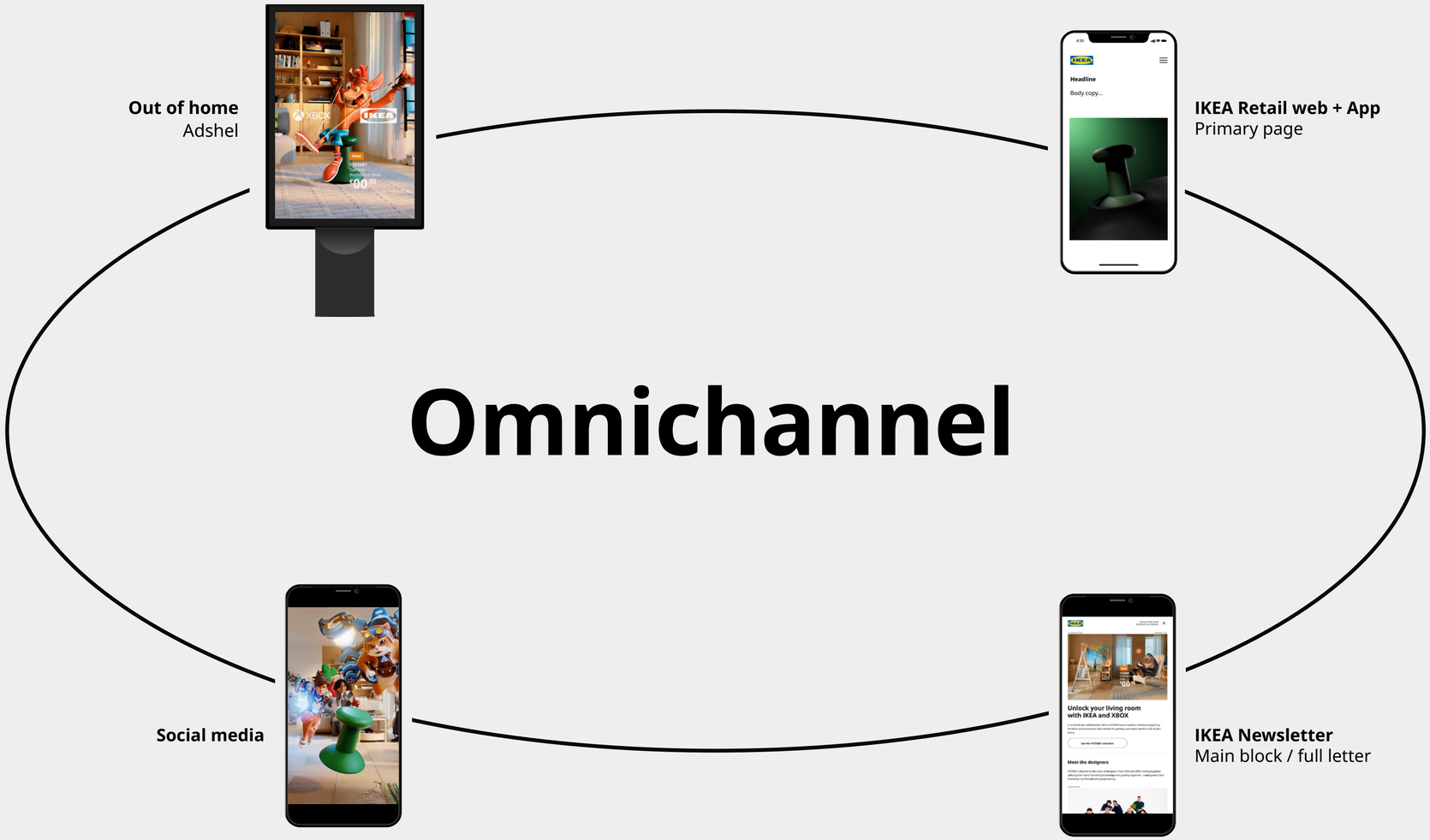








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Social media

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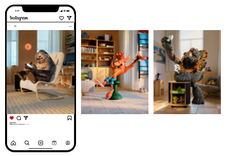
Social media overview

Before



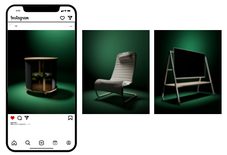


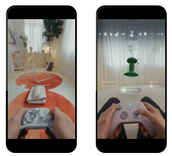

During



After




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Social media

Before / Teaser

Before | Campaign (promoted) | Embargo 26 Aug 2026

Reel

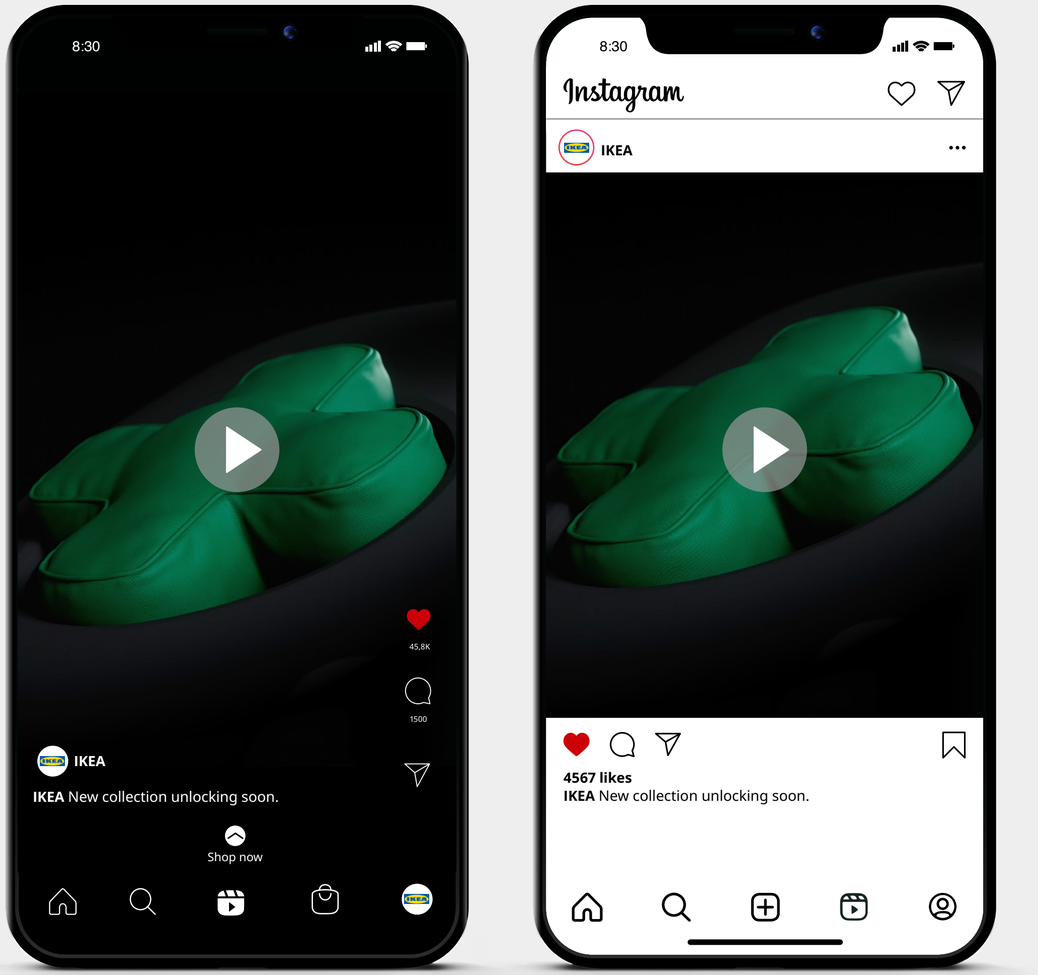
Caption suggestion:
New collection unlocking soon.

#IKEA
#IKEAXBOX
#YXSTABY
#gaming
#gamingsetup
#ComingSoon

Link to
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FY27_L2_YXSTABY_Teaser_3D_20s_4x5_SOME_LOGO
FY27_L2_YXSTABY_Teaser_3D_20s_16x9_SOME_LOGO

Assets include:
Video format 9:16, 4:5, 16:9 20 sec



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Before | Campaign (promoted) | Embargo 26 Aug 2026

Post / Image carousel

Caption suggestion:
A collection with an X factor.
Unlocking soon.

#IKEA
#IKEAXBOX
#YXSTABY
#gaming
#gamingsetup
#ComingSoon

Image name:
PH210899
PH210906
PH210907

Available format:
1:1 (4:5 crop)





PH210906.JPG



PH210907.JPG

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Before | Organic (owned) | Embargo 26 Aug 2026

Tiktok / IG Story / Reel

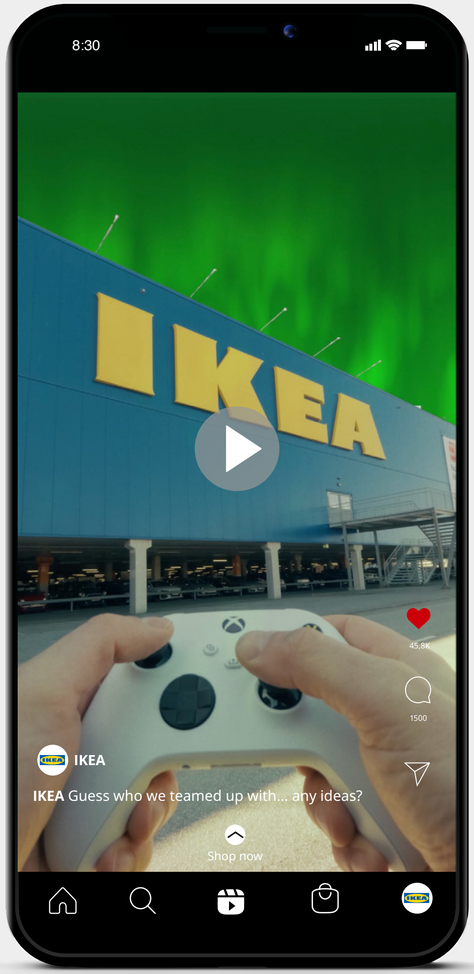
Caption suggestion:
Guess who we teamed up with...any ideas?

#IKEA
#IKEAXBOX
#gaming
#gamingsetup
#NewCollab
#ComingSoon

Link to
Page

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+ CLEAN version



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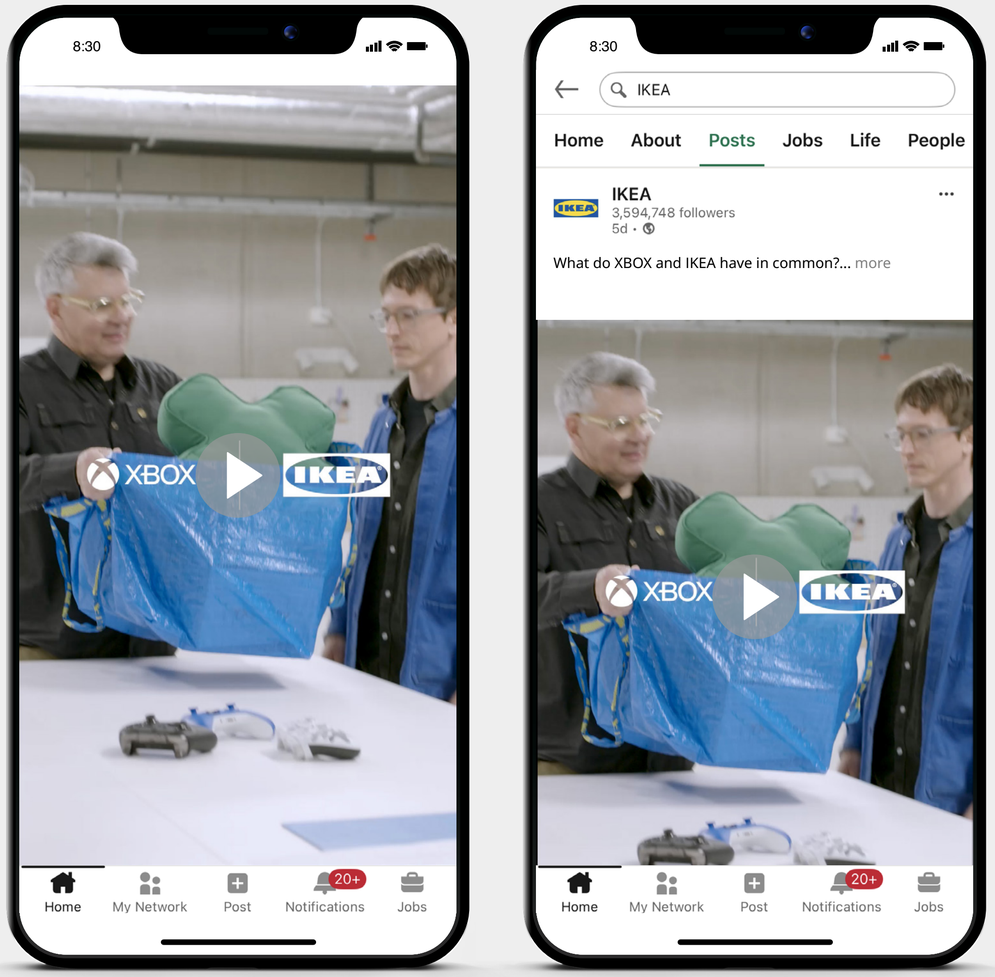
Reel (Linkedin)

Caption suggestion:
What do XBOX and IKEA have in common? A lot, as it turns out. Hear XBOX head of design, Carl Ledbetter, and Philip Dilé, product developer, IKEA.

Link to
Page

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FY27_L2_YXSTABY_BTS_01Collab_31s_9x16_SoMe_EXAMPLE
FY27_L2_YXSTABY_BTS_01Collab_31s_4x5_SoMe_EXAMPLE

Assets include:
Video format 9:16, 4:5, 31 sec
+ LOGO / CLEAN versions



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Social media

During

During | Campaign (promoted) | Embargo 26 Aug 2026

Reel

Caption suggestion:
It’s a new gaming collection! Designed for all your lives.

#IKEA
#YXSTABY
#IKEAXBOX
#gaming
#gamingsetup

Link to
Page

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During | Campaign (promoted) | Embargo 26 Aug 2026

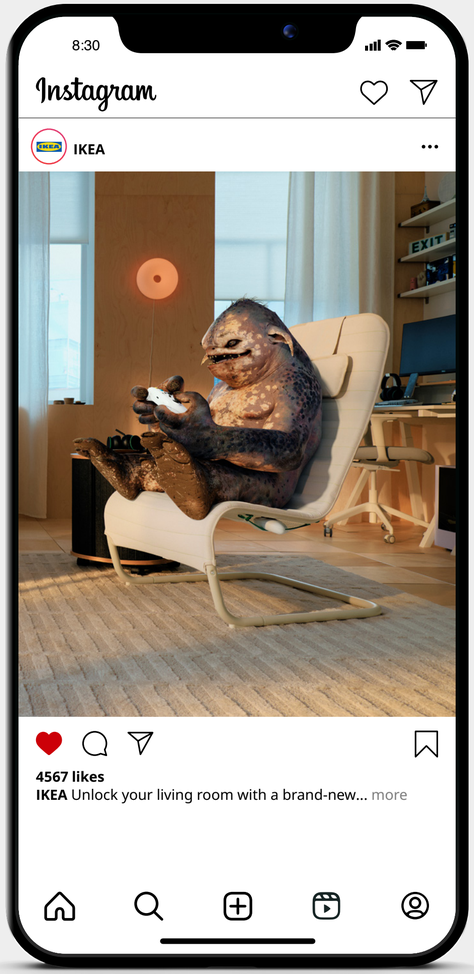
Post / Image carousel

Caption suggestion:
Unlock your living room with a brand-new gaming collection.

#IKEA
#YXSTABY
#IKEAXBOX
#gaming
#gamingsetup

Image name:
PH210898
PH210900
PH210902

Available format:
1:1 (4:5 crop)





PH210900.JPG



PH210902.JPG

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Tiktok / IG Story / Reel

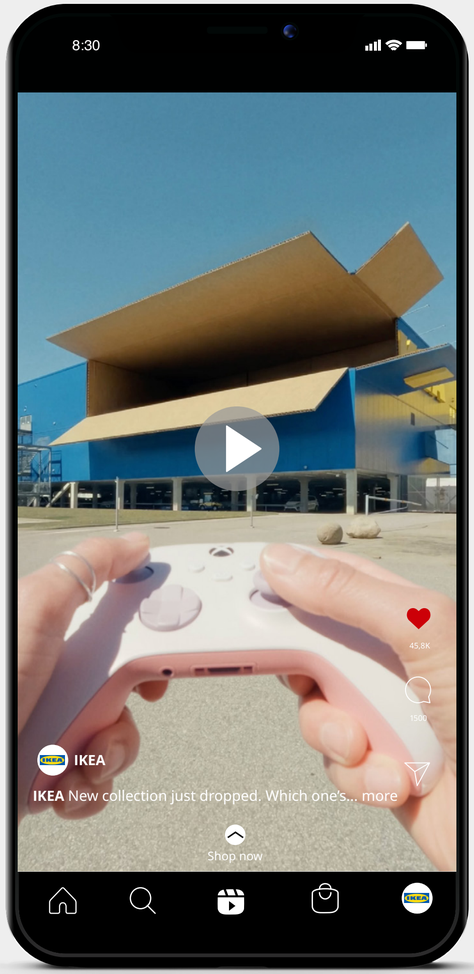
Caption suggestion:
New collection just dropped. Which one’s your favourite?

#IKEA
#YXSTABY
#IKEAXBOX
#gaming
#gamingsetup

Link to
Page

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+ Clean version



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During | Organic (owned) | Embargo 26 Aug 2026

Tiktok / IG Story / Reel

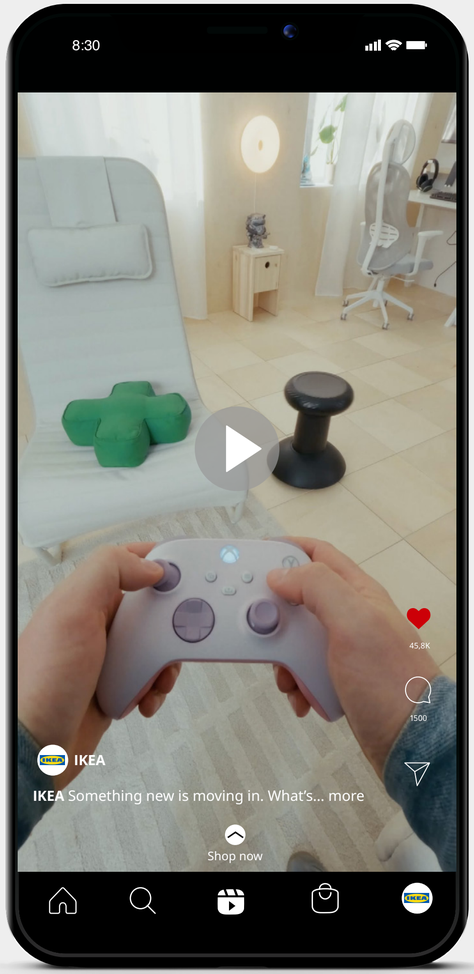
Caption suggestion:
Something new is moving in. What’s your pick?

#IKEA
#YXSTABY
#IKEAXBOX
#gaming
#gamingsetup

Link to
Page

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During | Organic (owned) | Embargo 26 Aug 2026

Reel

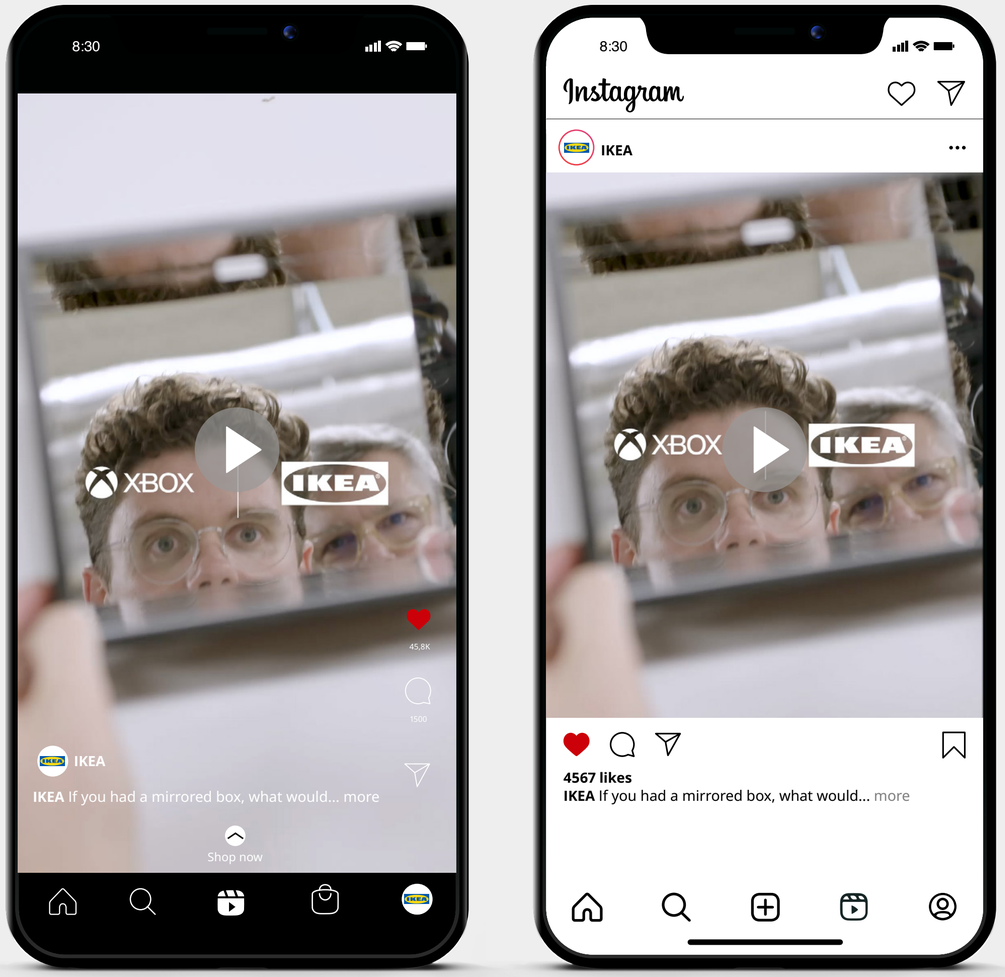
Caption suggestion:
If you had a mirrored box,
what would you show off?

#IKEA
#YXSTABY
#IKEAandXBOX
#gaming
#gamingsetup
#collectibles

Link to
Page

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FY27_L2_YXSTABY_BTS_03DisplayBox_15s_4x5_SoMe_EXAMPLE

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+ LOGO / CLEAN versions



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During | Organic (owned) | Embargo 26 Aug 2026

Reel

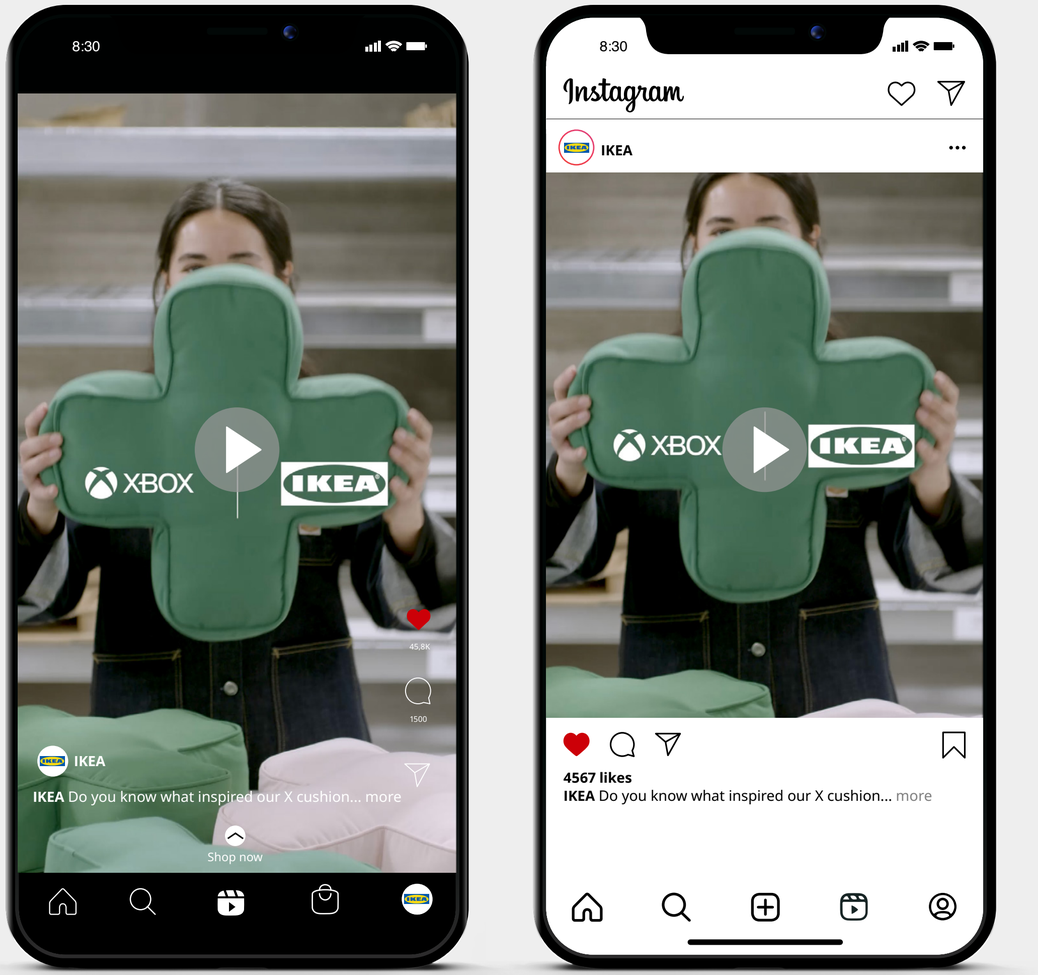
Caption suggestion:
Do you know what inspired our X cushion, and what was the trickiest part of making a thumbstick stool? These guys do.

#IKEA
#YXSTABY
#IKEAandXBOX
#gaming
#gamingsetup
#meetthedesigners

Link to
Page

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FY27_L2_YXSTABY_BTS_02Products_32s_4x5_SoMe_EXAMPLE

Assets include:
Video format 9:16, 4:5 32 sec
+ LOGO / CLEAN versions



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Social media

After

After Campaign (promoted) Embargo 26 Aug 2026

Post / Image carousel

Caption suggestion:
You can have it all. Every product in YXSTABY is made by designers from IKEA and XBOX and combines performance, comfort, gaming references, and sleek Scandi design.

#IKEA
#YXSTABY
#IKEAXBOX
#gaming
#gamingsetup

Image name:
PH210903
PH210904
PH210905

Available format:
1:1 (4:5 crop)





PH210904.JPG



PH210905.JPG

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After Campaign (promoted) Embargo 26 Aug 2026

Post / Image carousel

Caption suggestion:
Have it both ways. YXSTABY seamlessly blends gaming functionality with sleek, Scandinavian design.

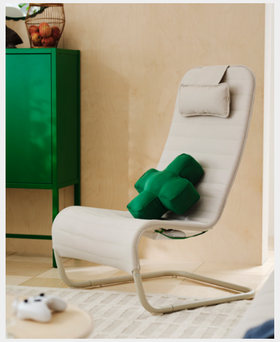
#IKEA
#YXSTABY
#IKEAXBOX
#gaming
#gamingsetup

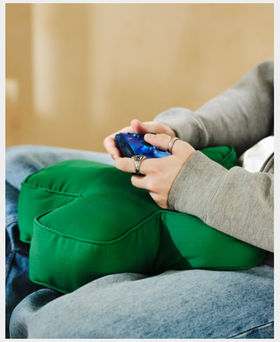
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PE1022041.JPG


PE1022023.JPG


PE1022061.JPG


PE1022050.JPG


PE1026186.JPG

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After Campaign (promoted) Embargo 26 Aug 2026

Post / Image carousel

Caption suggestion:
Stand out or blend in. Our new collab with XBOX makes it easier to play the game your way.

#IKEA
#YXSTABY
#IKEAXBOX
#gaming
#gamingsetup

Image name:
PE1022049, PE1022017, PE1022047, PE1022034, PE1022033, PE1022051

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1:1 (4:5 crop)





PE1022017.JPG


PE1022047.JPG


PE1022034.JPG


PE1022033.JPG


PE1022051.JPG

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Tiktok / IG Story / Reel

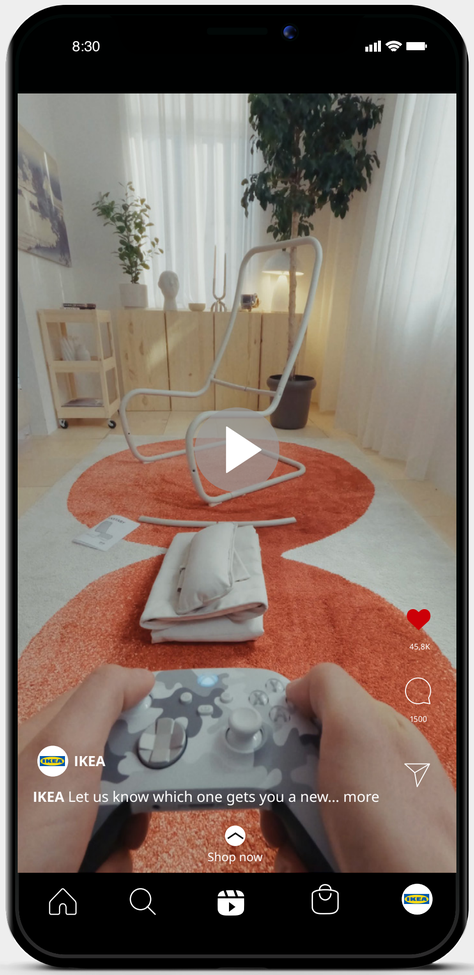
Caption suggestion:
Let us know which one gets you a new high score.

#IKEA
#YXSTABY
#IKEAXBOX
#gaming
#gamingsetup

Link to
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Tiktok / IG Story / Reel

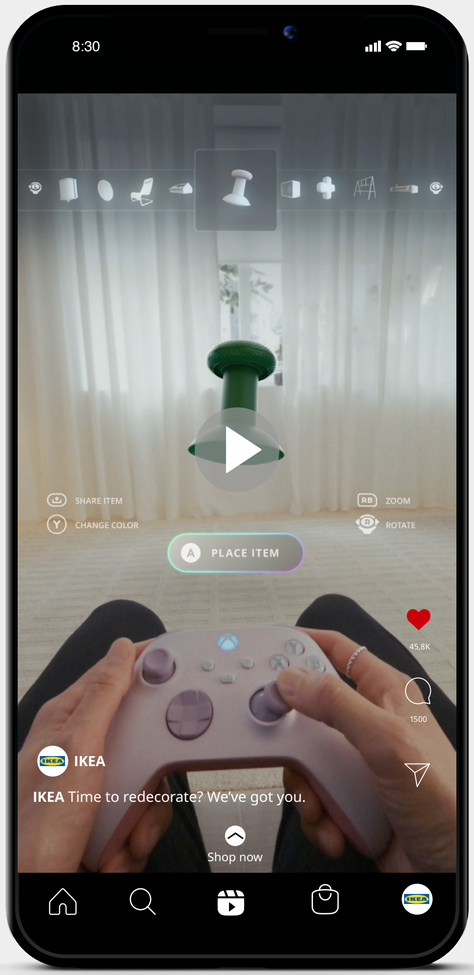
Caption suggestion:
Time to redecorate? We've got you.

#IKEA
#YXSTABY
#IKEAXBOX
#gaming
#gamingsetup

Link to
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Asset name:
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Assets include:
Video format 9:16 26 sec



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After | Campaign (promoted) | Embargo 26 Aug 2026

Post / Image carousel

Caption suggestion:
Have it both ways. YXSTABY seamlessly blends gaming functionality with sleek, Scandinavian design.

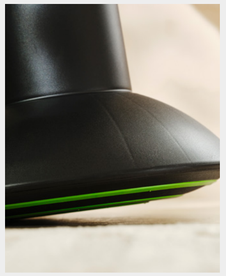
#IKEA
#YXSTABY
#IKEAandXBOX
#gaming
#gamingsetup

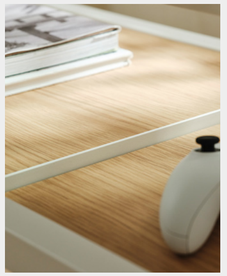
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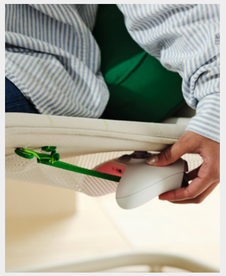


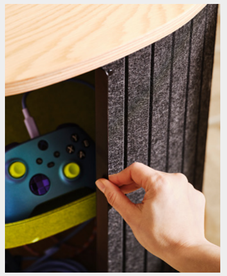

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PE1022064.JPG

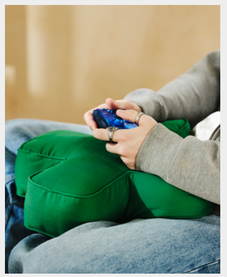

PE1022042.JPG


PE1022044.JPG


PE1022054.JPG


PE1022020.JPG


PE1022047.JPG


PE1022023.JPG

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Out of home

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Out of home

Adshel

Brand
IKEA / XBOX

Priced product:
YXSTABY Gaming thumbstick stool 806.289.50

Asset InDesign file name:
FY27 L2 YXSTABY Adshel.indd



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IKEA Retail web + App

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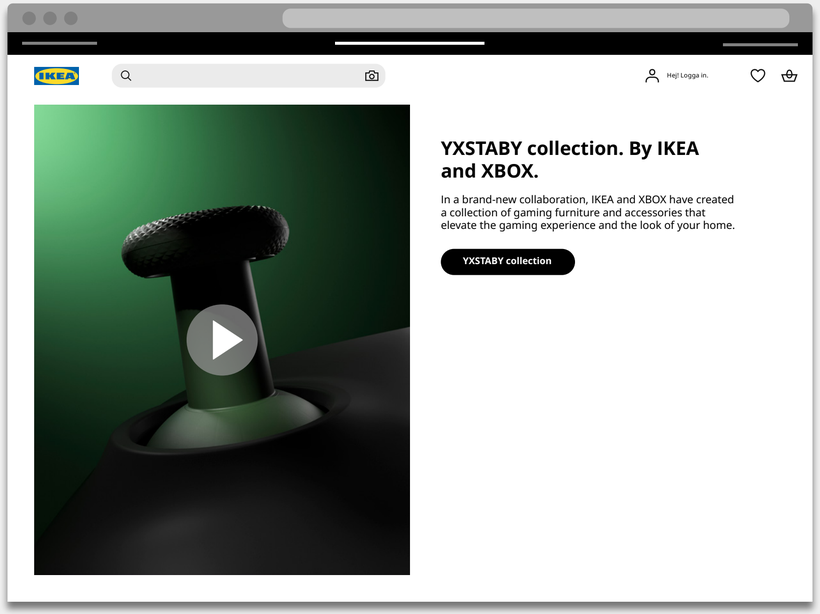
IKEA Retail web + App

Primary page, Collection page

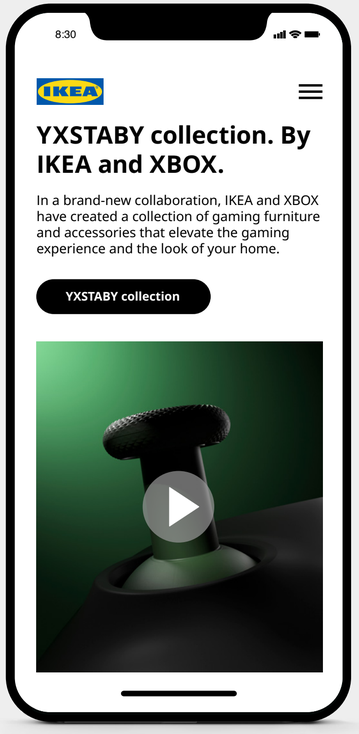
Teaser title
YXSTABY collection. By IKEA and XBOX.

Teaser description
In a brand-new collaboration, IKEA and XBOX have created a collection of gaming furniture and accessories that elevate the gaming experience and the look of your home.

Layout ID - refer to Delivery overview (RU)
722721-colsty20a



IKEA Retail web



IKEA Retail App

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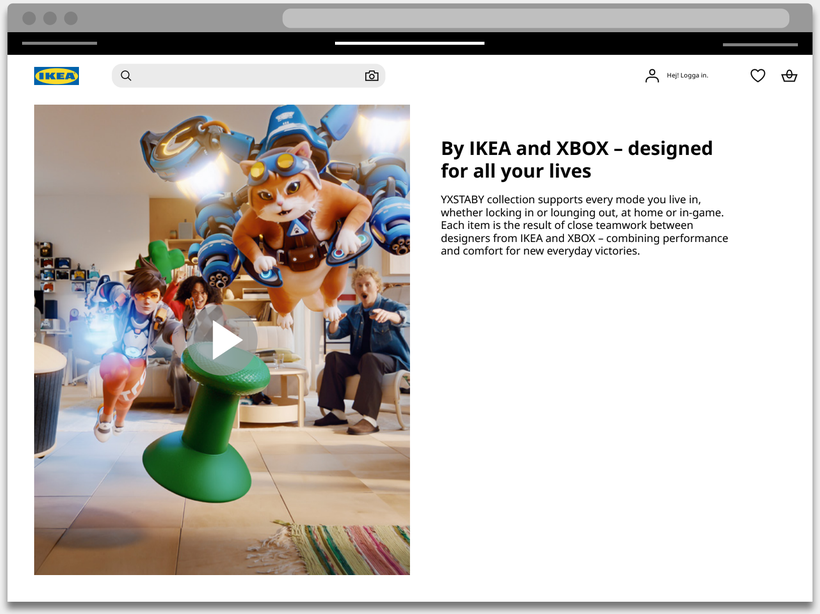
IKEA Retail web + App

Primary page, Collection page

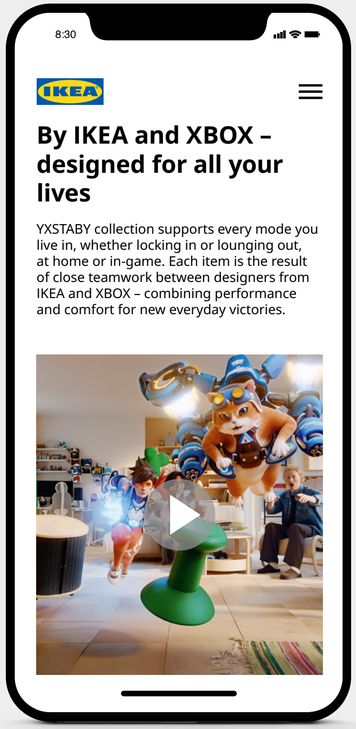
Header title
By IKEA and XBOX – designed for all your lives

Header description
YXSTABY collection supports every mode you live in, whether locking in or lounging out, at home or in-game. Each item is the result of close teamwork between designers from IKEA and XBOX – combining performance and comfort for new everyday victories.

Layout ID - refer to Delivery overview (RU)
722721-colsty20a



IKEA Retail web



IKEA Retail App

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IKEA Retail web + App

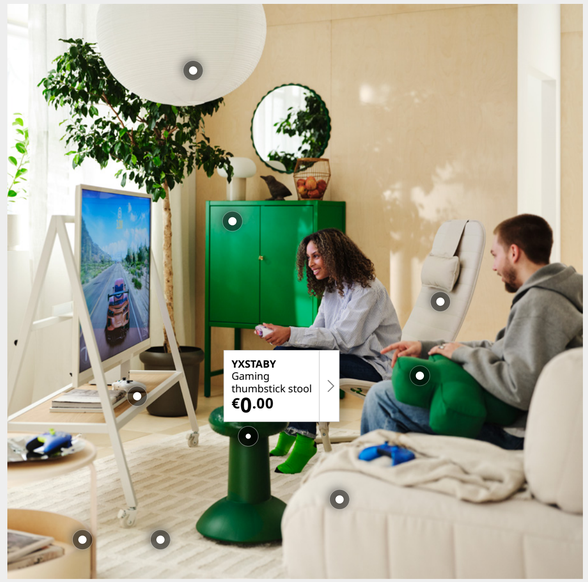
Primary page, Collection page (Reusable block)

Copy

Unlock your living room
YXSTABY makes room for gaming everywhere. The TV stand on castors is easy to move to the perfect spot when the game is on. The same goes for the lounge chair and the thumbstick stool – and all other items in the collection. And since they seamlessly blend gaming functionality with sleek, Scandinavian design, there’s no need to compromise on style, either.

Priced product:
YXSTABY Gaming thumbstick stool 806.289.50
YXSTABY Gaming TV stand on castors 406.289.52
YXSTABY Gaming lounge chair 406.200.03
YXSTABY Gaming D-pad cushion 206.200.04
YXSTABY Gaming D-pad platter 406.199.95

Layout ID - refer to Delivery overview (RU)
722721-colsty20a













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IKEA Retail web + App

Primary page, Collection page (Quote block)

Copy
“Each product is created by designers from both IKEA and XBOX. We could only do this together.”

Philip Dilé
Product developer, IKEA of Sweden

Layout ID - refer to Delivery overview (RU)
722721-colsty20a

“Each product is created by designers from both IKEA and XBOX. We could only do this together.”

Philip Dilé
Product developer, IKEA of Sweden

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IKEA Retail web + App

Primary page, Collection page (Reusable block)

Copy

Set it up for gaming your way
You’re the only one who knows your perfect gaming setup. Whether you go for a simple design or all in on accessories, YXSTABY has you covered. Clever storage and flexible solutions keep things tidy and sleek – and mirrored display boxes custom made for your favourite controller let you show off your passion.

Main products:
YXSTABY Gaming side table on castors 906.200.05
YXSTABY Gaming monitor stand 806.200.01
YXSTABY Gaming laptop support with storage 706.199.94
YXSTABY Gaming controller display box 906.325.55

Layout ID - refer to Delivery overview (RU)
722721-colsty20a











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IKEA Retail web + App

Standalone block

Copy

Level up with the right accessories
How do you say that you love gaming without spelling it out? One way is to go for interior details that look great and are functional – and inspired by the XBOX controller.

Main products:
YXSTABY Gaming D-pad cushion 206.200.04
YXSTABY Gaming D-pad platter 406.199.95

Layout ID - refer to Delivery overview (RU)
722721-colsty21a





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IKEA newsletter

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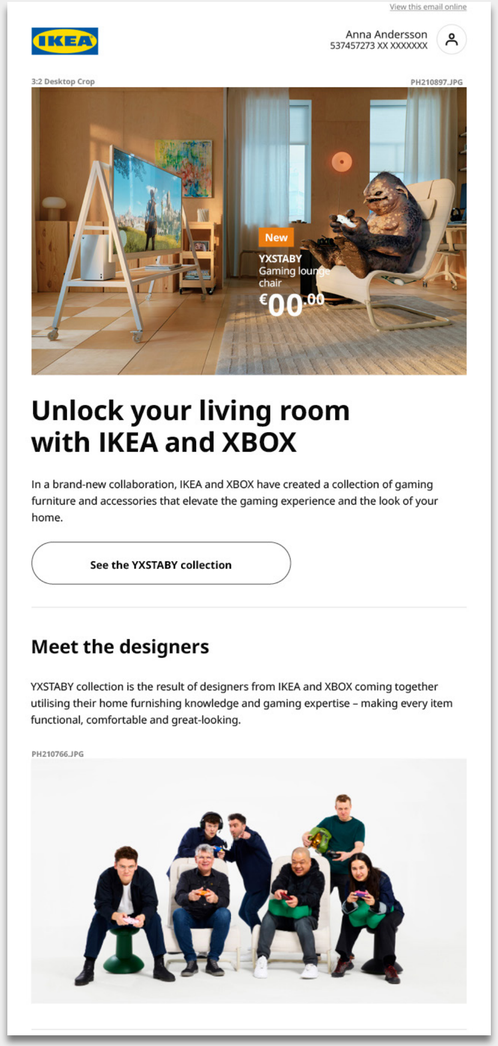
IKEA Newsletter

1 x IKEA full length newsletter

Subject
Unlock your living room with IKEA and XBOX

Subheads
Meet the designers
It’s designed for all your lives

Assets InDesign file names:
FY27 L2 YXSTABY IKEA Newsletter.indd





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Internal communications

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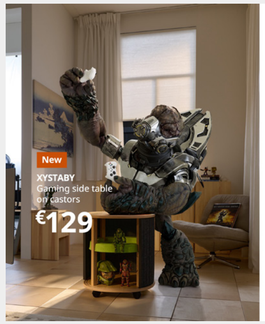
Co-worker slideshow

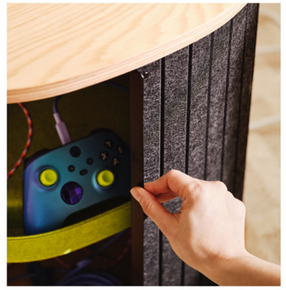
1 x slideshow

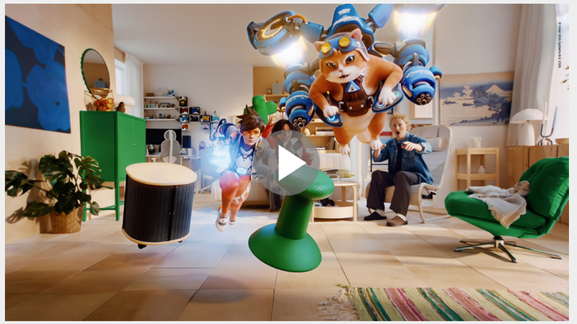
We’ve created a slideshow for internal, co-worker spaces. It’s designed to promote the extraordinary focus and spark interest in the campaign.











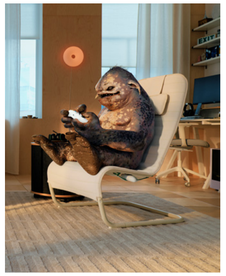
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Content overview



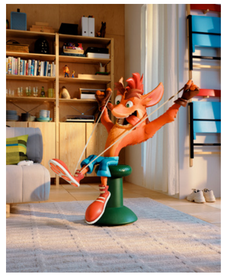
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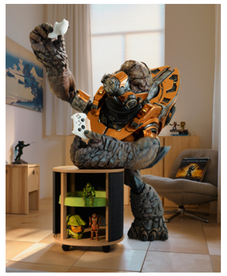
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PH210901.JPG



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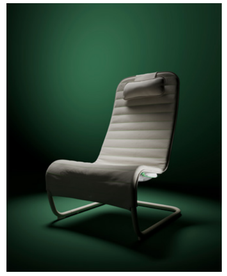
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PH210907.JPG



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PH210904.JPG



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PH210619.JPG



PH210618.JPG



PH210617.JPG



PH210616.JPG



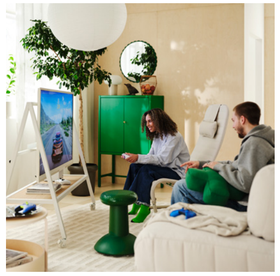
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PE1022017.JPG



PE1022018.JPG



PE1022019.JPG



PE1022020.JPG



PE1022021.JPG



PE1022022.JPG



PE1022023.JPG



PE1022024.JPG



PE1022025.JPG



PE1022026.JPG



PE1022027.JPG



PE1022028.JPG



PE1022033.JPG



PE1022034.JPG



PE1022040.JPG



PE1022041.JPG



PE1022042.JPG



PE1022043.JPG



PE1022044.JPG



PE1022045.JPG

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PE1022046.JPG



PE1022049.JPG



PE1022047.JPG



PE1022048.JPG



PE1022050.JPG



PE1022051.JPG



PE1022053.JPG



PE1022054.JPG



PE1026186.JPG



PE1022061.JPG



PE1022060.JPG



PE1022062.JPG



PE1022059.JPG



PE1022056.JPG



PE1022057.JPG



PE1022058.JPG



PE1022063.JPG



PE1022065.JPG



PE1022066.JPG



PE1022067.JPG



PE1022064.JPG

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PE1022068.JPG



PE1022069.JPG



PE1022070.JPG



PE1022071.JPG



PE1022072.JPG

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PH210766.JPG



PH210762.JPG



PH210764.JPG



PH210758.JPG



PH210761.JPG



PH210759.JPG



PH210760.JPG



PH210763.JPG



PH210765.JPG

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Asset name:
FY27_L2_YXSTABY_Teaser_3D_20s_9x16_SOME_LOGO

Duration 20 sec

Format: 9x16



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Duration 20 sec

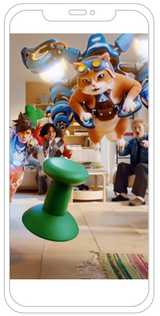
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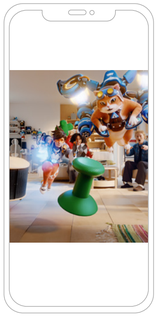
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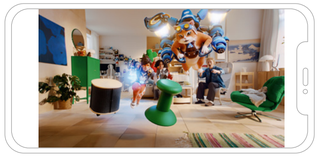
Format: 9x16



Asset name:
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Duration 30 sec

Format: 4x5



Asset name:
FY27_L2_YXSTABY_Hero_30s_16x9_SOME_LOGO

Duration 30 sec

Format: 16x9



Asset name:
FY27_L2_YXSTABY_Teaser_10s_9x16_SOME_EXAMPLE
+ CLEAN versions

Duration 10 sec

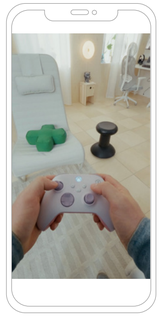
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+ CLEAN versions

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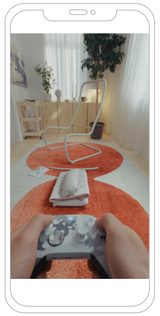
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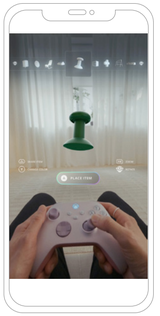
Format: 9x16



Asset name:
FY27_L2_YXSTABY_Assembly_17s_9x16_SOME_CLEAN

Duration 17 sec

Format: 9x16



Asset name:
FY27_L2_YXSTABY_Collection_26s_9x16_SOME_EXAMPLE

Duration 26 sec

Format: 9x16



Asset name:
FY27_L2_YXSTABY_BTS_01Collab_31s_9x16_SoMe_EXAMPLE
+ LOGO / CLEAN versions

Duration 31 sec

Format: 9x16



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FY27_L2_YXSTABY_BTS_01Collab_31s_4x5_SoMe_EXAMPLE
+ LOGO / CLEAN versions

Duration 31 sec

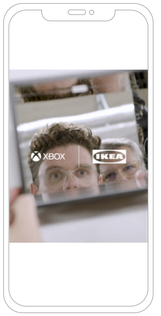
Format: 4x5



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+ LOGO / CLEAN versions

Duration 15 sec

Format: 9x16



Asset name:
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+ LOGO / CLEAN versions

Duration 15 sec

Format: 4x5



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+ LOGO / CLEAN versions

Duration 32 sec

Format: 9x16



Asset name:
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+ LOGO / CLEAN versions

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Format: 4x5

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Asset name:
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Duration 17 sec

Format: 1x1



Asset name:
FE004761_Gaming_Thumb-stick_Stool_17s_1x1_PUF

Duration 17 sec

Format: 1x1



Asset name:
FE004760_Gaming_Side_Table_17s_1x1_PUF

Duration 17 sec

Format: 1x1



Asset name:
FE004758_Gaming_Lounge_Chair_21s_1x1_PUF

Duration 21 sec

Format: 1x1



Asset name:
FE004757_Gaming_Lap-top_Support_30s_1x1_PFF

Duration 30 sec

Format: 1x1

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PE1025172.JPG

New YXSTABY gaming D-pad cushion €000 100% polyester. Designer: C ledbetter/D Wahl/D Nordbeg. L40×W40 cm. Green 206.200.04



PE1022076.JPG

New YXSTABY gaming thumbstick stool €000 Polypropylene plastic. Designer: E Hsu/D Wahl. Ø37,5 H44,2cm. Black 106.200.09



PE1022075.JPG

New YXSTABY gaming thumbstick stool €000 Polypropylene plastic. Designer: E Hsu/D Wahl. Ø37,5 H44,2cm. Green 806.289.50



PE1032140.JPG

New YXSTABY gaming D-pad controller platter €000 Stainless steel. Designer: R Whitaker/D Wahl. Ø33cm. 406.199.95



PE1008572.JPG

New YXSTABY gaming controller display box €000 Clear lacquered fibreboard and galvanized steel. Designer: C Ledbetter/L Bazle. W22×D12, H16cm. Black 906.325.55



PE1008573.JPG

New YXSTABY gaming controller display box €000 Clear lacquered fibreboard and galvanized steel. Designer: C Ledbetter/L Bazle. W22×D12, H16cm. White 706.200.11



PE1022073.JPG

New YXSTABY gaming lounge chair €000 Designer: R Whitaker/L Bazle. Powder coated steel. Fabric 100% polyester. Designer: R Whitaker/L Bazle. W72D83, H114cm. Vissle beige 406.200.03



PE1025173.JPG

New YXSTABY gaming monitor stand €000 Powder coated steel. Designer: R Whitaker/M Hausmann. L98×W27, H16cm. White 806.200.01



PE1022077.JPG

New YXSTABY gaming TV stand on castors €000 Powder coated steel. Designer: C Ledbetter/L Bazle. Shelf D44×W137cm. H113cm. Black 606.200.02



PE1022078.JPG

New YXSTABY gaming TV stand on castors €000 Powder coated steel. Designer: C Ledbetter/L Bazle. Shelf D44×W137cm, H113cm. White 406.289.52



PE1022074.JPG

New YXSTABY gaming side table on castors €000 Powder coated steel and clear lacquered birch plywood. Designer: E Hsu/L Bazle.
Oak Veneer/grey.
906.200.05



PE1025174.JPG

New YXSTABY gaming laptop support with storage €000 Powder coated steel, particleboard and plastic edging. Designer: E Hsu/M Hausmann. L43×W27, H18cm. White 706.199.94

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Appendix

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What it’s called – the essentials

Headless content means that the creation, storing and management of content is disconnected from the presentation of content when meeting the consumer (layout, rendering, connection to a design system). Headless content is very structured and uses content models as templates where all parts are named and content is tagged with describing metadata. This enables adaptive and dynamic consumer experiences and personalization.

Presentation layer is where content is rendered, laid out and presented to a consumer in a channel.

Primary content is content that generates a full page (with a URL) in presentation layer. Primary content uses the ‘Story’ content model in FY26 deliveries. Examples: Collection page, Launch look or a Tips & ideas page.

Blocks: Content that generates a component in the presentation layer and is used to build storytelling in primary content. There are currently three blocks in use: Visual message, Quote and Product list.

Reuse: The ability to take content blocks from within a Primary to be reused stand-alone in other places in the channel. By adding communicative function metadata on a block-level within a Primary, we enable a retailer to find, understand and maximise our delivery by spreading the content across the channel. With reuse we enable content to be seen by more consumers in different parts of the consumer journey.

Group: Group of blocks that should be shown together when reused.

Teaser: The entrance to Primary content that is created by teaser title, description and media. Part of the Story content model and generates an entrance component in the presentation layer.

Stand-alone blocks: A stand-alone block is a block that generates a single component in presentation layer, is never part of Primary content and will not render as a complete page. Examples: Product news, Ad products.

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Communicative function

Part of IMC headless deliveries is content metadata. We now describe our content by tagging. The most important metadata for understanding our content is the ‘Communicative function’. It describes the content category and what it is or about. It also helps simplify finding, understanding and making the best decisions for placement and timing to meet our customers.

Rooms decor ideas is the communicative function for ‘Complete & coordinated’, or Home Furnishing Inspiration (HFI).

Tips & ideas (Full page Tips & ideas, stand-alone block Tips & ideas), and **Product guide** are for ‘How-to’, or Home furnishing Knowledge (HFK).

Collection is used for collection pages.

Launch look is used for launch look pages covering Refresh with news & HFA.

Campaign is used for campaign pages covering Winter holiday, Extraordinary focus.

Product news is used for Product news components.

Product highlight is used for Ad products, Product stories and product focused components from Range areas.

Series, Systems are used for series and system blocks and content.

Recipe is used for all food recipes.

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Thanks!

Contact

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IKEA Marketing & Communication AB
helene.fernstrom4@inter.ikea.com