



ADVERTISING

Ikea Spoofs Fad Products in Print Ads About the Wonders of Sleep

Get the effects that creams, drinks and pills can't



By [Tim Nudd](#) on Sep 23 2020 - 9:15am



Yesterday we took a look at Ikea and Mother London's [delightful modern take on "The Tortoise & the Hare,"](#) part of its new "Tomorrow Starts Today" campaign positioning the home-goods retailer as sleep experts.

Now, have a look at the equally charming print campaign.

Three ads spoof fad products like energy drinks, anti-aging creams and vitamin supplements—but with Ikea sleep products playfully inserted into

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PLEMENTS
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SMÅSPORRE
7.5 TOG
double duvet
£16

Tomorrow starts tonight



THE WONDERFUL EVERYDAY



DVALA
240x260
flat sheet
£13

Tomorrow starts tonight



THE WONDERFUL EVERYDAY



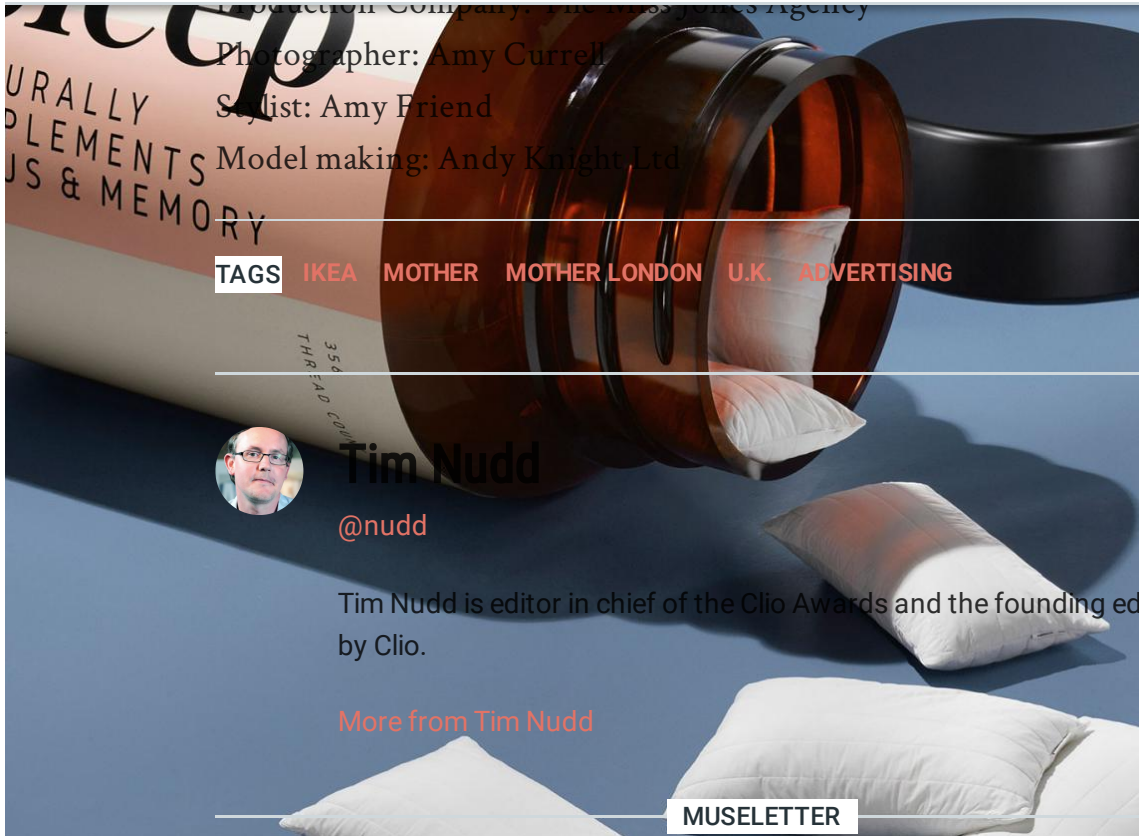
Tomorrow starts tonight



THE WONDERFUL EVERYDAY

Andy Knight Ltd., a group of artists and set builders who create one-off set and prop constructions, built actual large-scale models of the fake products. Then, photographer Amy Currell shot them in-camera, adding the Ikea bedding.

The ads are running in print and OOH placements across the U.K. and Ireland. The campaign "challenges sleep neglect by celebrating the truth that



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Tim Nudd is editor in chief of the Clio Awards and the founding editor of Muse by Clio.

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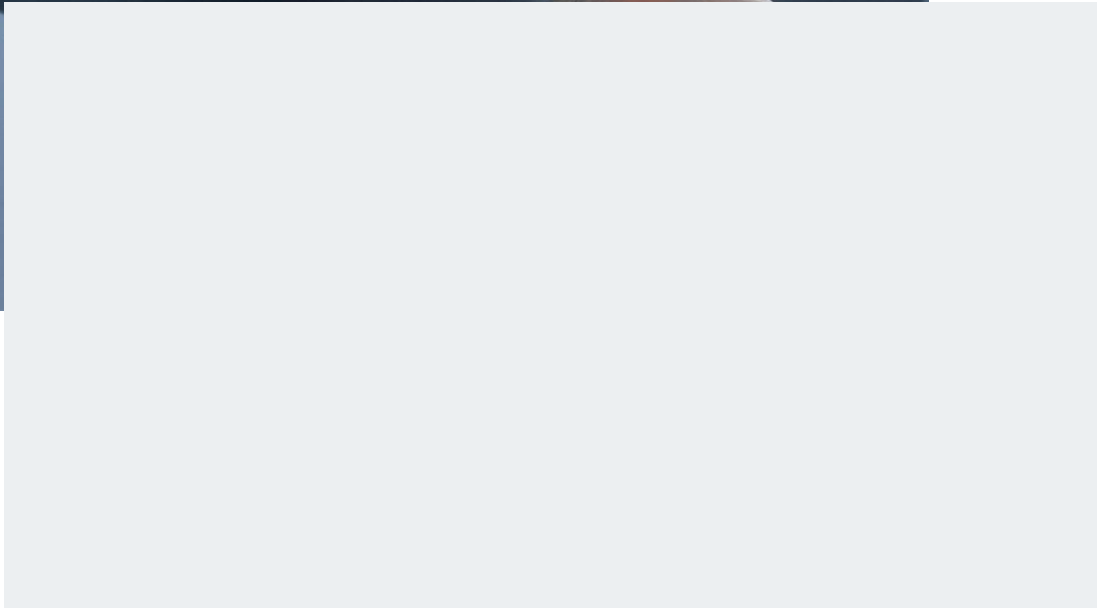


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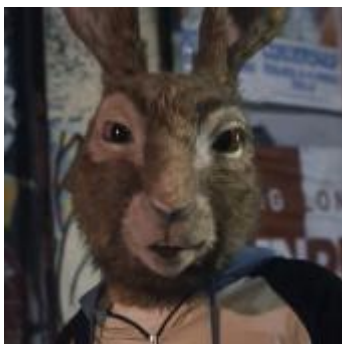
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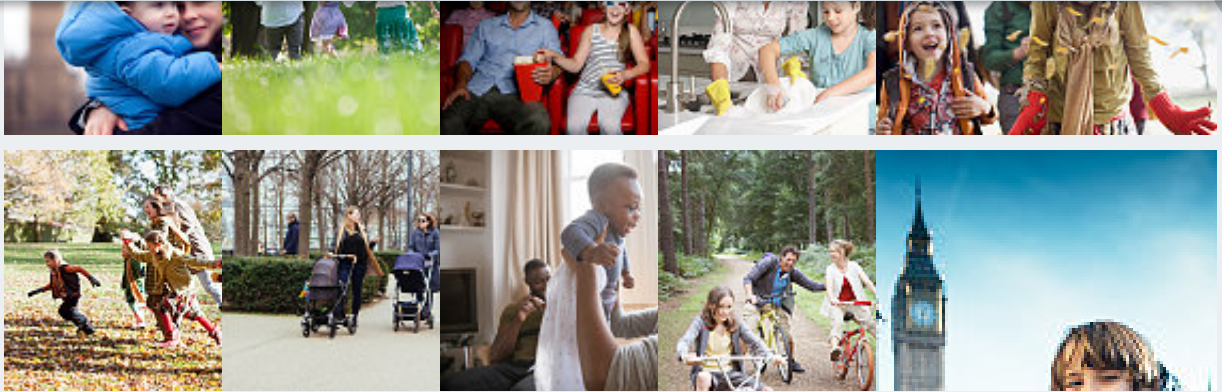
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