



Field of Study Social Sciences, Business and Administration			
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Abstract <p>The purpose of this research was to assess the effectiveness of IKEA billboards located in the parking lot of Kuopio Matkus shopping center. In order to do that, the researcher had to answer four important research questions: How to evaluate effectiveness of an advertising campaign? Do IKEA billboards communicate effectively with its target audiences? What are the advantages and disadvantages of the current IKEA billboards? How to improve the effectiveness of IKEA billboards?’</p> <p>In this thesis, a theoretical framework was designed to explain the theory of advertising and advertising evaluation, which supported the researcher in designing an analysis process for the research. A descriptive research design, quantitative research approach and survey data collection method were chosen to reach the goals of this study. Firstly, data was gathered from IKEA Customers Service Desk and IKEA Restaurant. The collected data was classified into seven aspects including: general findings, visual attraction, readability, emotional appeal, persuasive capability, advertising messages comprehension and suggestions for improvement. Next, the data was numerically analyzed with Webropol system. Finally, outcomes of the analysis were explained and summarized to report.</p> <p>The results of this study found that IKEA billboards have high effectiveness rate in terms of visual attention, readability and messages comprehension. Nonetheless, persuasive capability and emotional appeal of billboards should be improved to achieve a higher level of effectiveness. The improvement process should be conducted by considering the most appropriate suggestions from audiences. For example, the font size of the texts in billboards should be bigger and the contents can be designed with less text so that audiences passing by can quickly get information from advertising panels; attractive images, colours and surprising ideas can be added to the panels. Further, to improve the persuasive capability of IKEA billboards, advertising messages should emphasize more the quality and magnificence of products.</p>			
Keywords IKEA, billboards, advertising, outdoor advertising, effectiveness evaluation.			

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