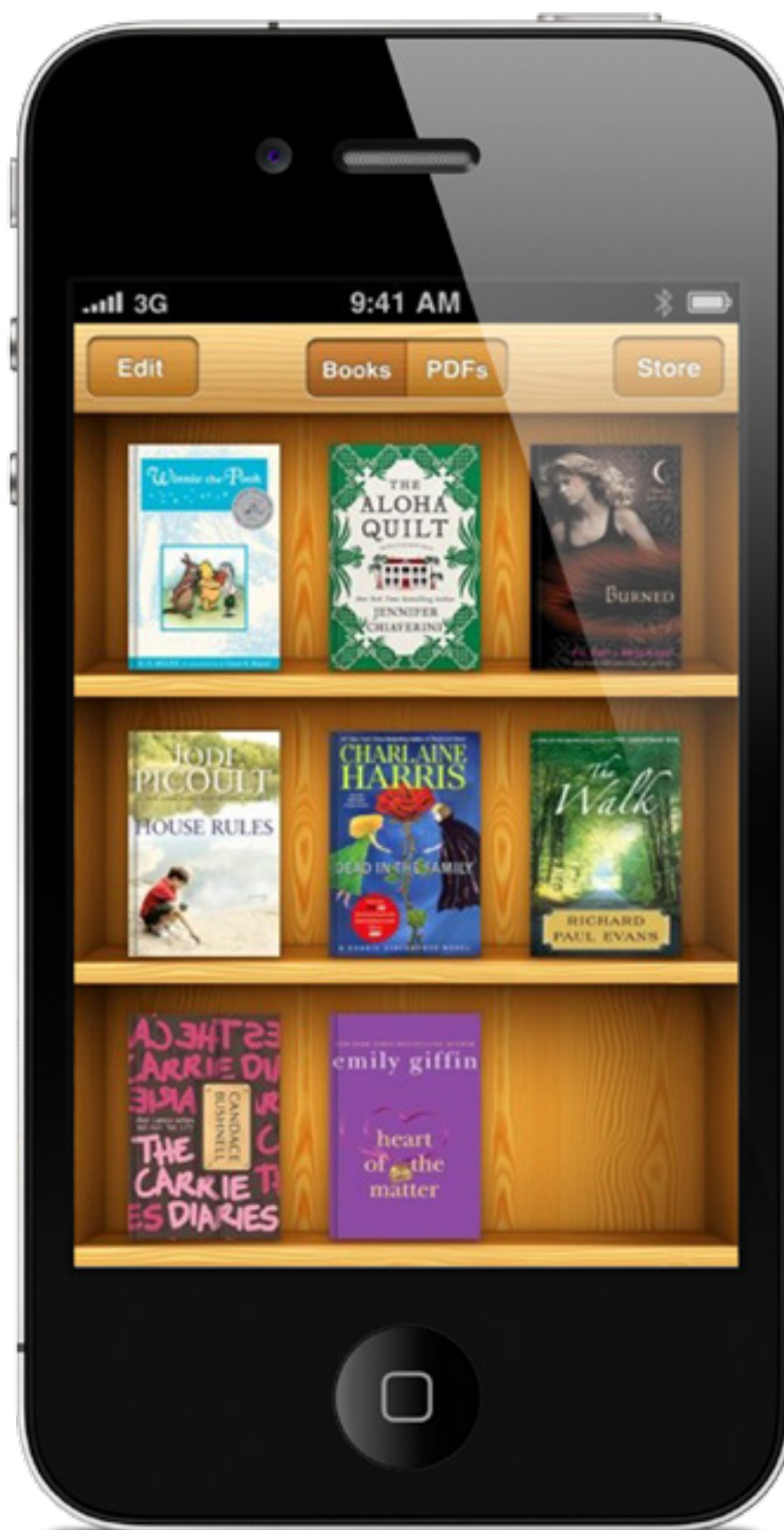


There are over  
**310,000,000** iPhones  
globally, all with an  
iBooks app.

What if...  
IKEA & iBooks got together?





Why does cutting edge technology use a dull 1970's bookcase?

## iBooks

We love iBooks, but when we stopped for a moment and looked at the standard bookshelf provided we thought it was actually quite dull.

So we thought, well, what if you had the option to customise your bookshelf? After all that is what the iPhone is all about, so it seems strange that Apple has not provided this option already.

We then thought this could be the perfect opportunity for a global furniture brand to partner with Apple to showcase their catalogue whilst allowing the iPhone user full customisation of their iBooks appearance.

And being an IKEA roster agency, IKEA was a perfect partner.

But we didn't stop there! If you can customise your bookshelf, then why not be able to customise what's on it? Once we got thinking we got pretty excited by the possibilities and think there is real potential for this to be a huge global partnership.

This document demonstrates what can be achieved with a bit of imagination.

## iBook & IKEA

This demonstrates how easy it is with a few clicks to add instant colour and customisation to your iBooks application.

3





## iBook & IKEA | Other shelf accessories

The fun idea is to create accessories to add value to your iBooks bookshelf.

**1. Lamps.** You can choose any type of IKEA desktop lamp to go on your bookshelf. As well as adding a decorative element, if you tap the lamp your phone screen will glow white, proving an actual light for you to use.

**2. Alarm clock.** Pick an alarm clock to go on your bookshelf. That way you can set your morning alarm whilst reading your bedtime book in one touch.

**3. Photo frame.** Select the photo frame option and you can see all your favourite photos from your iPhoto library on a loop. Simply tap to enlarge.

**4. Storage box.** Pick any of IKEA's storage boxes to add to your bookshelf. These boxes neatly link to your Dropbox account and actually give you extra space for books, music, and other media on your smartphone or tidy away those books you've read.



Select from...



Photo Frames



Select from...



Lamps



Select from...



Clocks



Select from...



Storage

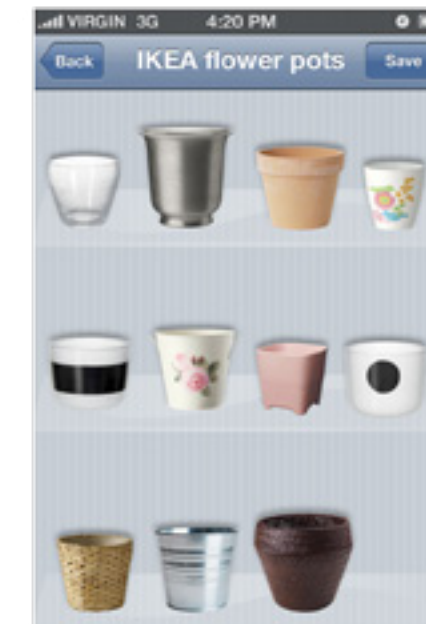
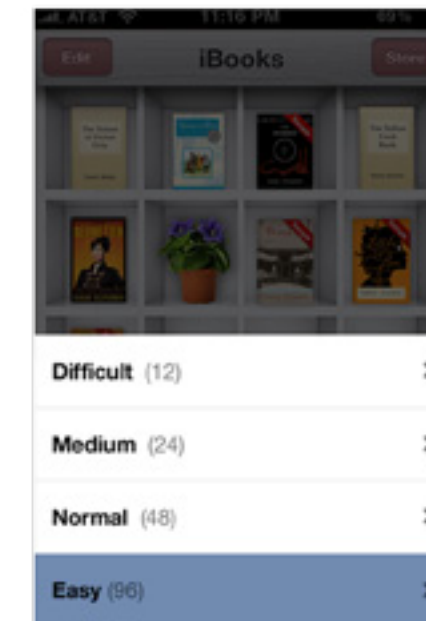
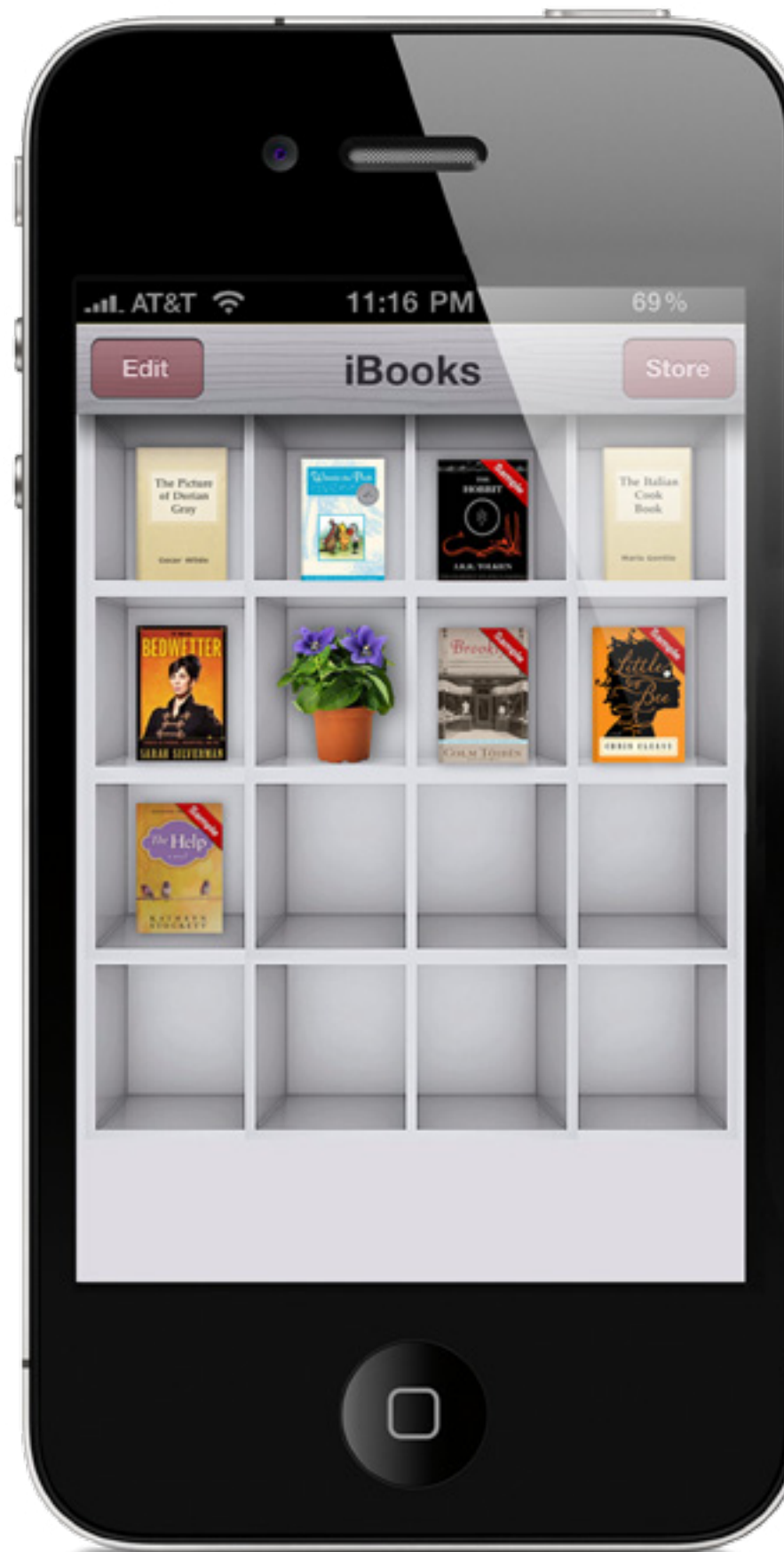
## iBook & IKEA | iPlant

The fun idea is to allow iPhone users to grow a plant on their iBook shelf, and they will have to water it to keep it alive.

Taking care of the plant only takes three seconds a day, and will make them have to open the iBook app, which is under appreciated by iPhone users.

- 1. Choose the difficulty.** The most easy level means that you have just to water it once a week, and the most difficult level will need more water (once, even twice a day).
- 2. Choose the kind of IKEA plant you want to put in and grow.**
- 3. Choose the plant pot** (which is also from the IKEA catalogue).
- 4. Confirm.** The app asks you if you are sure of your selection, and if you confirm, the plant will be placed on your bookshelf.

If the plant gets too dry, a simple alert notifies you.



Week 1



Week 2



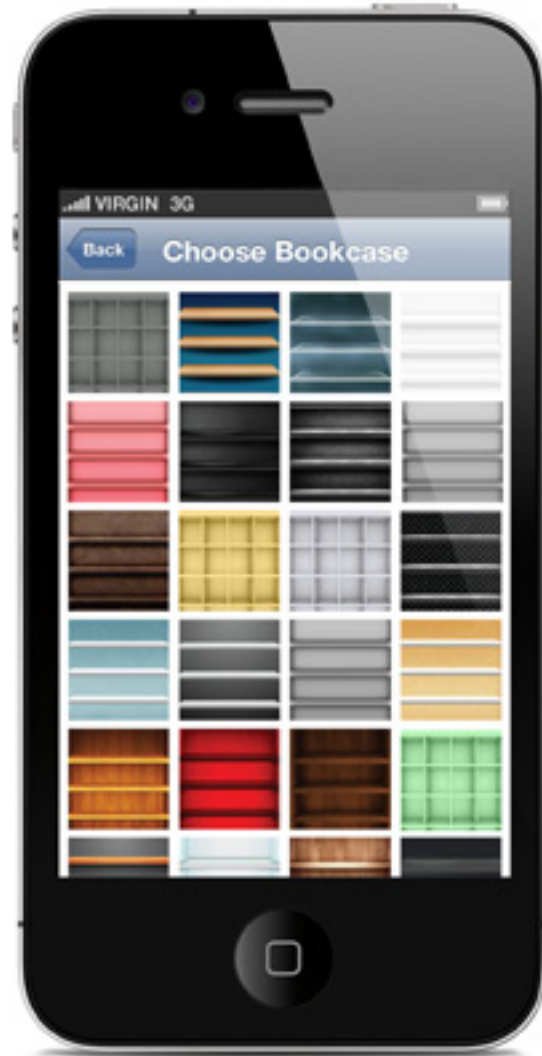
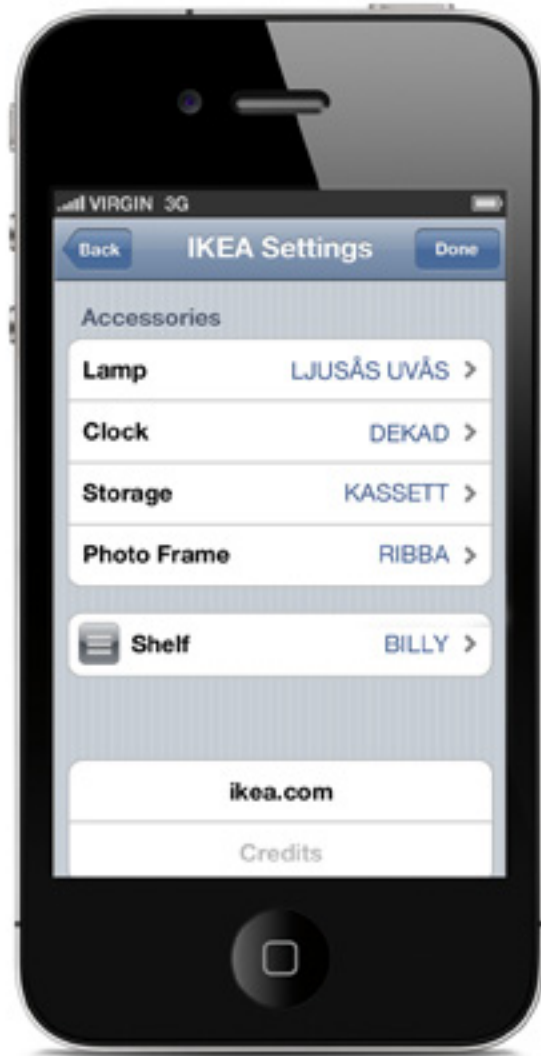
Week 3



# iBook & IKEA | Shelves

Here is an example of how the bookshelf active backgrounds can be integrated into iBooks.

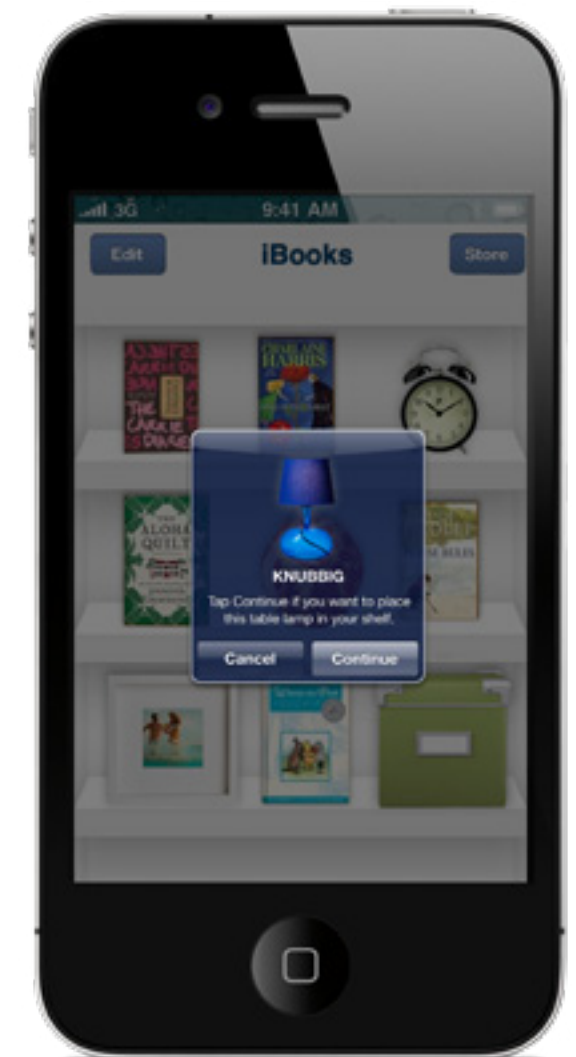
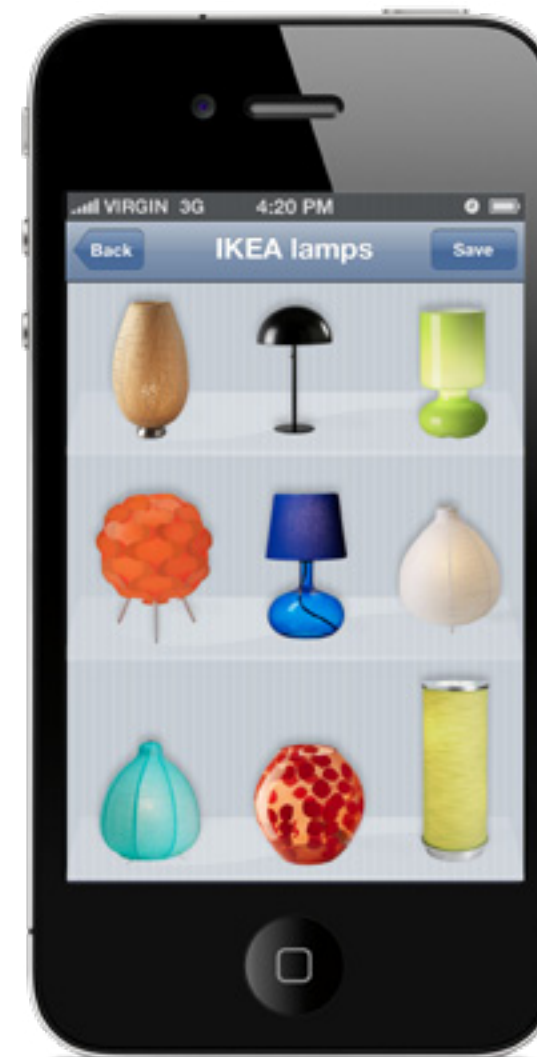
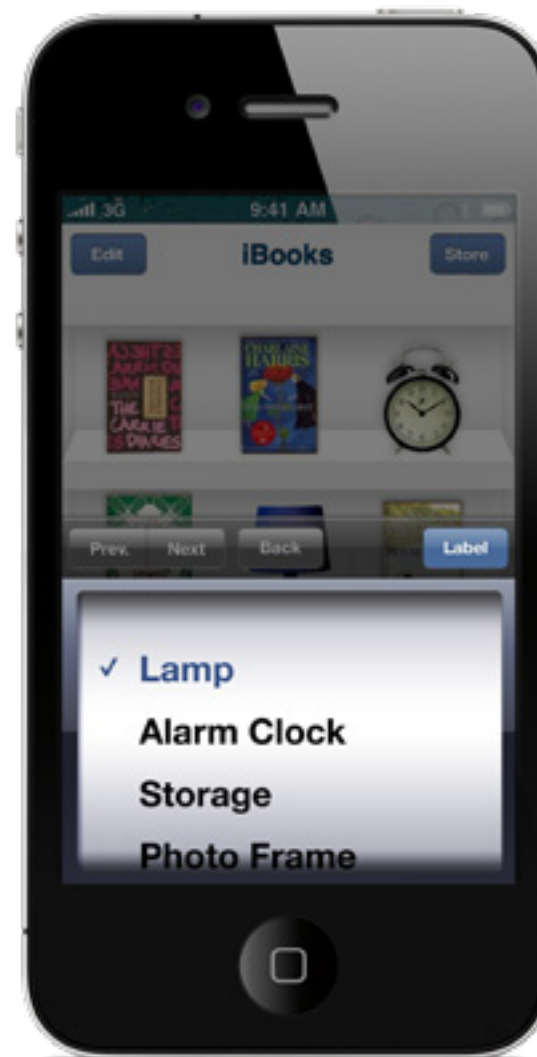
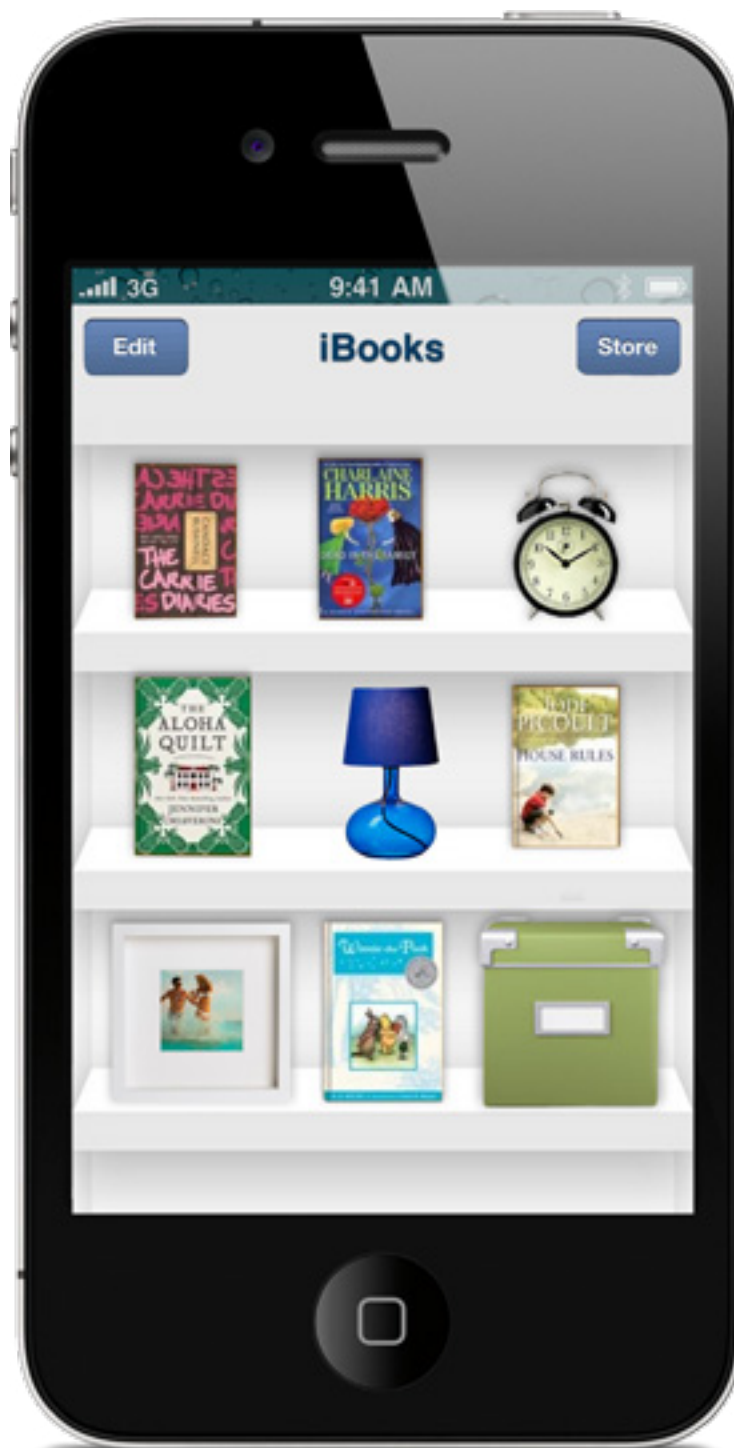
The user simply selects a shelf design from the main menu, then chooses a bookcase to suit their preferred look. There is an option to click through to the IKEA website and view the actual bookshelf if the user is interested in making a purchase.



## iBook & IKEA | Lamps

You can choose any type of IKEA desktop lamp to go on your bookshelf. As well as adding a decorative element to your bookshelf if you tap the lamp your phone screen will glow white, proving an actual light for you to use.

7



## iBook & IKEA | Alarm Clocks

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Pick an alarm clock to go on your bookshelf. That way you can set your morning alarm whilst reading your bedtime book in one touch.

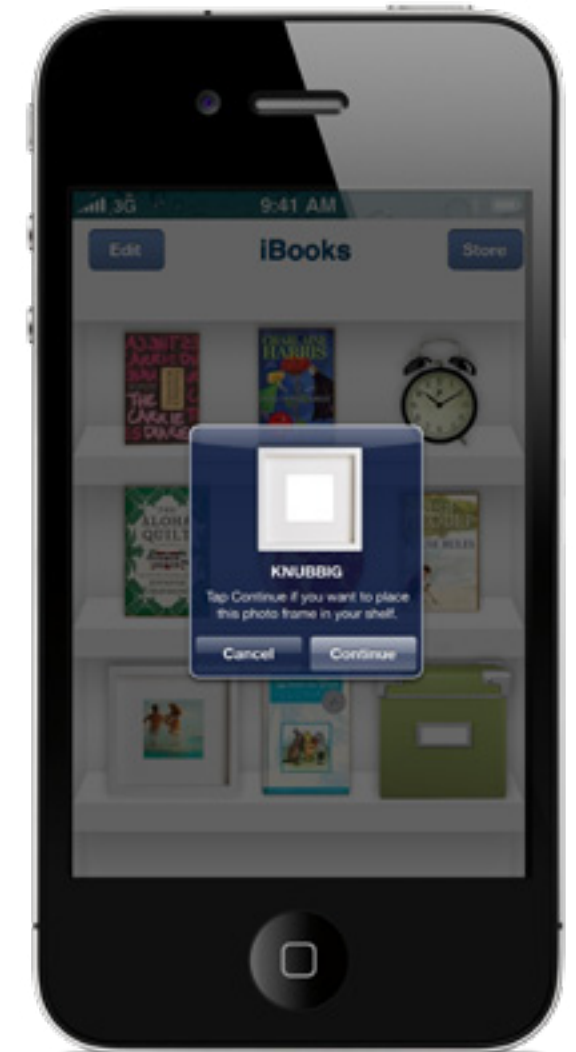
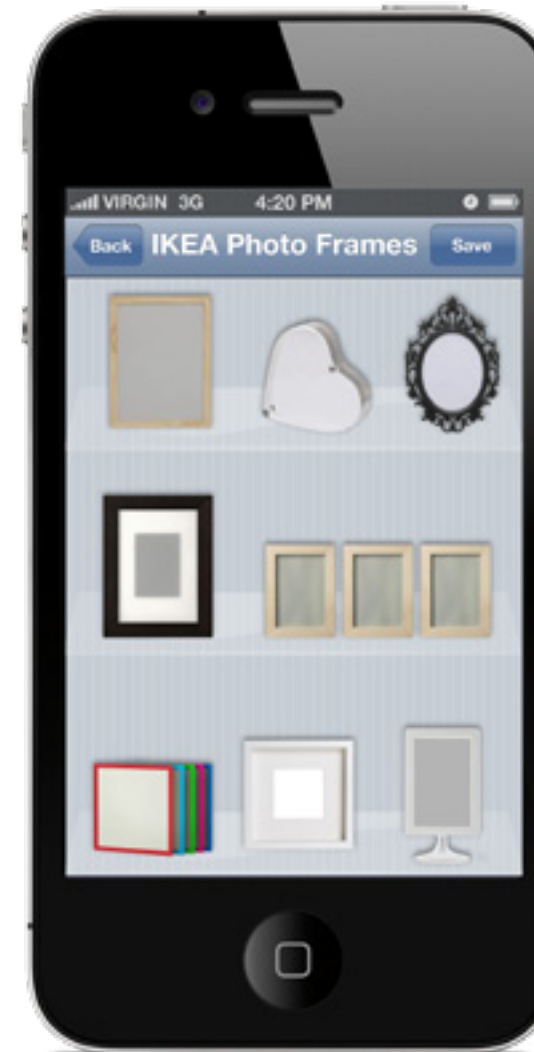




## iBook & IKEA | Photo Frames

Select the photo frame option and you can see all your favourite photos from your phone library on a loop on your bookshelf. Simply tap to enlarge.

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## iBook & IKEA | Storage

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Pick any of IKEA's storage boxes to add to your bookshelf. These boxes neatly link to your Dropbox account and actually give you extra space for books, music, and other media on your smartphone.









**Creative Orchestra** is part of the new generation of advertising & brand marketing agencies.

And a roster IKEA agency in the UK.

We are one of the top **“creatively driven”** ad agencies in London, working across all media and mediums (including digital).

Our mantra is: **“If you follow conventional thinking, all you’ll ever be is conventional”**. If Apple hadn’t got there first, we’d have made **“Think Different”** our own slogan instead.

Working with many famous brands, we have built a reputation for seeing things differently and adding immeasurable value to their brands.

We have many unique features, one notably being the fact we are the only ad agency to have a **50:50 male:female** creative department, which also means we understand female consumers better than most.

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