

IKEA's succesvolle formule blootgelegd

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The Ikea you know

The subconscious mind

Take a break

"Ikea Effect"

Big box problems

The new Ikea

Dr. A. K. Pradeep
Neuromarketer & author
"The Buying Brain"

CNBC **make it**

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The video thumbnail features a man, Dr. A. K. Pradeep, wearing glasses and a dark jacket with floral embroidery on the shoulders. He is gesturing with his hands as if speaking. The background is a solid dark blue. On the left side, there is a vertical list of topics, with 'The subconscious mind' highlighted in white. The top right corner has the 'make it' logo with the CNBC peacock icon. The bottom right corner has a small 'Subscribe' button.

Waarom plaatst IKEA bewust overal spiegels en gebruikt het woonwarenhuis zoveel wit in zijn filialen? CNBC dook voor deze video in de succesvolle formule van de meubelgigant.