

Ikea Catalogue becomes bookbook: a great Apple-spoofing video
(and a great marketing tool too!)

Once again we're getting the [2015 Ikea Catalogue](#) filled with (nice) pictures, products and suggestions.

Ikea Catalogue is not just the Ikea's best selling item (even though it's free) beyond *meatballs and Billys shelves*, it's a dramatically powerful marketing tool.

[According to Ikea:](#)

Last year 198 million copies of the catalogue were printed in 56 editions and 27 languages.

Ikea has just released a video that's going to be a smash hit: **the introduction to the bookbook in an obvious Apple-spoofing style.**

Still waiting for the next iPad? ☐