



Next Audio

Reaching shoppers in their language

The Brief

Drive brand awareness for IKEA reaching a diverse multicultural audience through premium podcast advertising with language-specific creatives.

The Approach

- Three language-specific audio creatives — Arabic, English, and Hindi — matched to audience origin for maximum relevance
- Targeted adults 18+ across premium podcast inventory in the UAE
- Focused on Business, Finance, and Travel genres to reach engaged, purchase-ready audiences

The Result

93% Ad completion (LTR)

Now make it relevant to your market

Tell us your market and what you're promoting this BFCM, and we'll send you a tailored snapshot of the audiences, shows and opportunities we'd recommend.

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