

# Ikea wants pregnant women to pee on an advertisement in a magazine for a discount

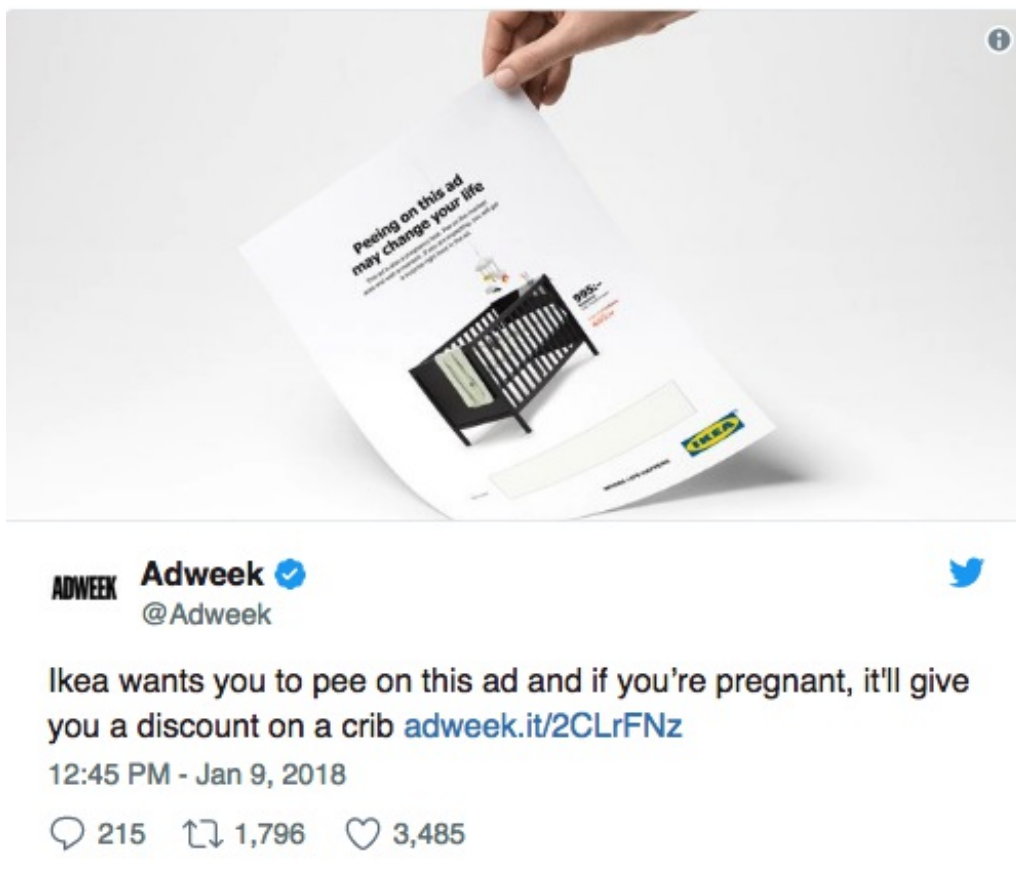
Posted by [Derek A. Lackey, Editor](#) / January 11, 2018

Ikea has a new advertisement that's running in a Swedish magazine and asks women to pee on the page to learn about a discount.

Once a woman urinates on a strip in the ad, a discount is revealed only if she is pregnant, according to a report in Adweek.

Peeing on this ad may change your life, reads the promotion in Ameliamagazine.

[Workplaces must give moms a place to pump. The reality is quite different.]  
It continues: This ad is also a pregnancy test. Pee on the marked area and wait a moment. If you are expecting, you will get a surprise right here in the ad.



The ad uses technology similar to what's in an at-home pregnancy test, according to Adweek.

In a home pregnancy test, if a woman has enough of the pregnancy hormone hCG, the test strip will change color to indicate she's pregnant. In the Ikea ad, if a woman has enough hCG, the page reveals that a black-brown Sundvik crib that costs 995 krona will be on sale for 495 krona. That's about \$122 without the discount and about \$60 with the discount. (No, bargain shoppers, this ad isn't available in the United States.)

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