tokinomo® shelfobot

DANONE

Case Study: Alpro

How Alpro increased sales, brand awareness and shopper engagement by using Shelfobot, the in-store advertising robot.

Total No. of Impressions	43.419	Average Impressions per day	9.536
Total estimated traffic	115.157	Sales Results	+48%

Company: Danone

Brand: Alpro

Category: Dairy

Retailer: Carrefour

Country: Romania

No. of stores: 17

Duration: 14 days

Audio

Hey, did you see that we have a new alternative to Greek yogurt? Hello there, I think you're really gonna like Alpro Greek Style. Try it now! Hey, which one of the Alpro yogurt alternatives is your favorite? New products! New products! Alpro Greek Style. Give it a try!

About us

Shelfobot is a unique robotic solution for in-store promotions that uses a combination of sensors, sound, motion and light to bring products to life at the shelf.

tokinomo.com