tokinomo® shelfobot

Unilever

Case Study: Axe

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

Total No. of Impressions	**36.691**	Average Impressions per day	**2.621**
Total estimated traffic	**100.551**	Sales Results	**+127%**

Company: Unilever

Brand: Axe

Category: Health & Beauty

Retailer: Masymas

Country: Spain

No. of stores: 10

Duration: 14 days

Audio

“When you smell good, things happen. Choose Axe for more things to happen. Party, beach, that summer love... Surprise your match with these scents, they might end up marrying you. Or maybe not... but you'll smell good. Axe, so you're always ready, bro!”

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