TOKINOMO CASE STUDY

Beiersdorf NIVEA Auchan

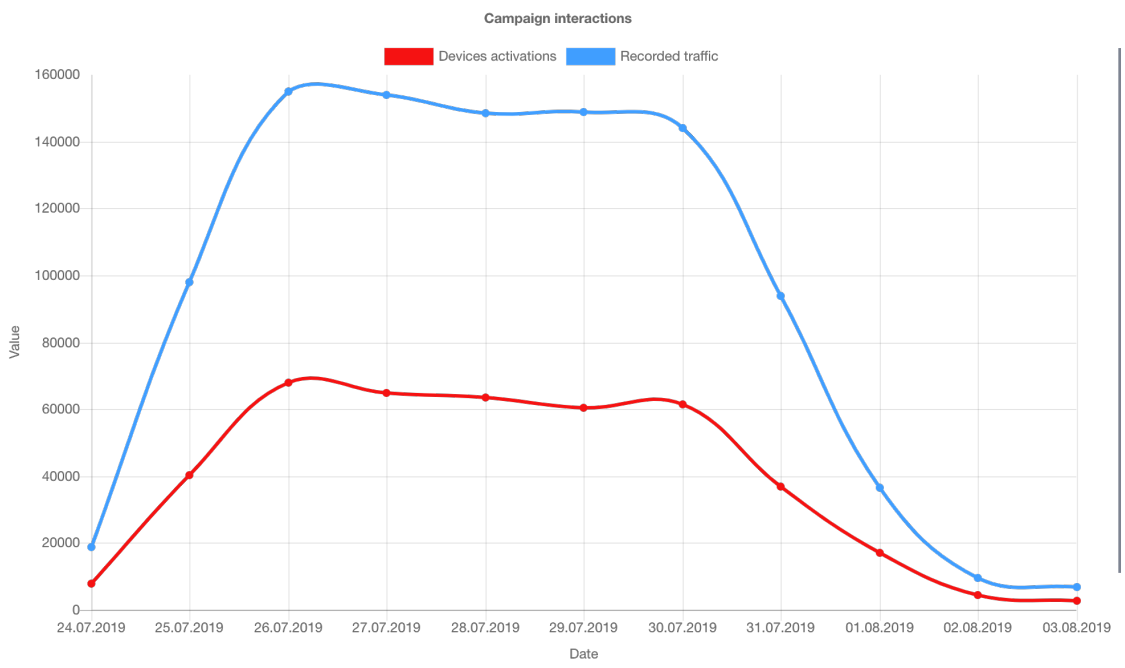
How **Nivea** increased sales, brand awareness and shopper engagement by using **Tokinomo**, the robot for in-store promotions.

- **Company:** Beiersdorf
- **Brand:** Nivea
- **Product category:** Cosmetics
- **Retailer:** Auchan
- **Country**: Romania
- **No. of stores:** 15
- **Duration:** 24 days

+167%

SALES LIFT

as compared to the previous 24 days.



Audio

It takes less than 14 days to look younger with the new intensive treatment Nivea Hyaluron Celullar Filler.

The resealable vials are easy to use and contain 5 times more hyaluronic acid.

For visibly reduced wrinkles, try the new intensive treatment Nivea Hyaluron Celullar Filler.

About Tokinomo

Tokinomo 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.

www.tokinomo.com

tokinomo