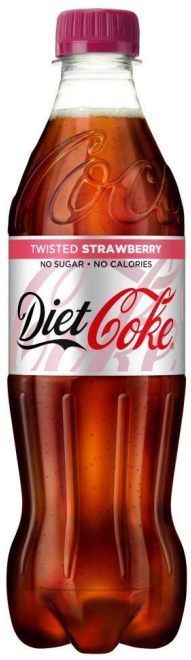
tokinomo® shelfobot

Coca-Cola

Case Study: Coca Cola

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

Total No. of Impressions	126.380	Average Impressions per day	1.873
Total estimated traffic	482.904	Sales Results	+437%



Company: Coca Cola

Brand: Diet Coke Strawberry

Category: Beverages

Retailer: Happy Shopper

Country: Scotland

No. of stores: 10

Duration: 14 days

Audio

Hey, your fridge called me this morning saying I have to remind you to buy a Coke!

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