tokinomo® shelfobot

Case Study: Fairy

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

Total No. of Impressions	**65.087**	Average Impressions per day	**2.830**
Total estimated traffic	**190.094**	Sales Results	**+61%**

Company: P&G

Brand: Fairy

Category: Home Care

Retailer: Masymas Supermercados

Country: Spain

No. of stores: 12

Duration: 30 days

Audio

Hey! Psst. Have you seen that? I'm turned upside down?That's really cool!
I am the new Fairy Maxi Power, more comfortable and easier to use than ever!

About us

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.

tokinomo.com