tokinomo® shelfobot

Johnson&Johnson

Case Study: Listerine

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

Total No. of Impressions	166.135	Average Impressions per day	11.867
Total estimated traffic	332.067	Sales Results	+89%

Company: Johnson&Johnson

Brand: Listerine

Category: Personal Care

Retailer: Carrefour & Auchan

Country: Romania

No. of stores: 22

Duration: 16 days

Audio

Hey there! Have you tried the new Listerine Naturals mouthwash? It's available in two variants: one with a less intense taste that protects your gums, and the other that safeguards tooth enamel.

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.

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