tokinomo® shelfobot

Nestlé

Case Study: KitKat Cereal

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

Total No. of Impressions	**80.916**	Average Impressions per day	**2.450**
Total estimated traffic	**34.296**	Sales Results	**+212%**

Company: Nestlé

Brand: KitKat Cereal

Category: Grain Foods

Retailer: Masymas

Country: Spain

No. of stores: 10

Duration: 14 days

Audio

“Fitness cereals!! With plenty of protein. Have you ever seen it before?
Do you want a healthy breakfast? What are you waiting for to take me with you?”

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