tokinomo® shelfobot

FERRERO

Case Study: Nutella Biscuits

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

Total No. of Impressions	**34.296**	Average Impressions per day	**1.523**
Total estimated traffic	**80.916**	Sales Results	**+207%**

Company: Ferrero

Brand: Nutella Jar

Category: Confectionery

Retailer: Travel Free

Country: Czech Republic

No. of stores: 3

Duration: 28 days

Audio

Listen to me! Would you like to hear something sweet? I am the best chocolate spread you can ever get. Now also as a gift pack. 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