tokinomo® shelfobot

Case Study: O'Donnells Crisps

How O'Donnells Crisps increased sales, brand awareness and shopper engagement by using Shelfobot, the in-store advertising robot.

Total No. of Impressions	**262.972**	Average Impressions per day	**6.206**
Total estimated traffic	**93.092**	Sales Results	**+101%**

Company: O'Donnells Crisps

Brand: O'Donnells Crisps

Category: Snacks

Retailer: Eurospar

Country: Ireland

No. of stores: 8

Duration: 15 days

Audio

Fancy a crinkle? The ultimate crinkle cut crisps O'Donnell's taste above all else.
Hey. Hey, you! Can you see me? I'm over here in the red and white. The ultimate crinkle crisp. O'Donnell's taste above all else. Psst! Over here! Check me out. New look, same great taste. O'Donnels.

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