tokinomo® shelfobot

Kellogg's

Case Study: Pringles

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

Total No. of Impressions	254.711	Average Impressions per day	8.216
Total estimated traffic	542.581	Sales Results	+106%

Company: Kellogg's

Brand: Pringles

Category: Snacks

Retailer: Interspar

Country: Slovenia

No. of stores: 13

Duration: 31 days

Audio

Hey, you need company? I'm always here to brighten your day. Pringles, whether you're alone or with friends, they're always a good fit.

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