tokinomo® shelfobot

trüfrü

Case Study: Tru Fru

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

Total No. of Impressions	**20.586**	Average Impressions per day	**8.598**
Total estimated traffic	**70.395**	Sales Results	**+100%**

Company: Tru Fru

Brand: Tru Fru

Category: Chocolate

Retailer: Payson Market

Country: USA

No. of stores: 1

Duration: 14 days

Audio

Are you dreaming or is this real? Well, my strawberries are real, but immersed in delicious dark chocolate. Hmm. Sounds like a dream to me. 100% fruit, 100% natural, 100% gluten free 0% guilt.

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