tokinomo® shelfobot

Unilever

Case Study: Unilever Omo Pilot

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

Total No. of Impressions	**4.538**	Average Impressions per day	**756**
Total estimated traffic	**13.277**	Sales Results	**+271%**

Company: Unilever

Brand: OMO Ultra Hvitt

Category: Detergent

Retailer: Meny, Kolsås

Country: Norway

No. of stores: 1

Duration: 6 days

Audio

Omo Ultra White has space for white and light-colored laundry. It dissolves easily in water and works effectively. Now on sale.

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.

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