



IN-STORE MARKETING **ROBOTS**



# RETAIL CHALLENGES



**As in-store marketing experts, we know the challenges you are facing:**



**There is not enough product differentiation at the shelf.**



**Price cuts are eroding your margins and brand equity.**



**Newly launched brands don't get enough sales lift-off.**



**The supermarket space doesn't allow memorable brand experiences.**

# RETAIL CHALLENGES



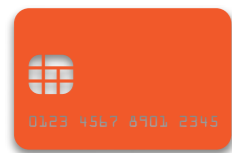
**Tokinomo solves these challenges through its unique technology:**



**Makes products stand out through sound, motion and light.**



**Increases engagement and sales without any price cuts.**



**Maximises visibility for newly launched products.**



**Enables memorable brand experiences and enhances brand equity.**

# THE ULTIMATE SHOPPER ENGAGEMENT



Imagine your products could talk directly to shoppers in a supermarket



**1** When a shopper passes a Tokinomo display,  
A motion sensor activates the device

**2** The product comes to life  
and engages the shopper

**3** The shopper buys the product  
and smiles

## MEET TOKINOMO!

Retail, Proximity and IoT Marketing Solution for CPG Brands



## See How FMCG Brands Use Tokinomo In-Store



Check and **subscribe** to our **YouTube** channel for weekly new videos and in-store campaigns



**Follow us** on **LinkedIn** and stay up to date with our latest brand activations

# KEY FEATURES



## Audio

Music, voice, sound effects, dialogue mode



## Motion

Variable speed and custom made motion



## Light

A powerful Led Light further highlights the product



## Connectivity

Cellular or WiFi dual network connection  
Web-based Cloud admin & Mobile App



## Analytics

Foot traffic & Engaged shoppers per day and per campaign



## Universal Product Grip

A patented modular system that allows virtually any product to be attached to our device without using any tools

# REMOTE MANAGEMENT



Each Tokinomo Robot is connected to the internet and we provide access to a Cloud Campaign Management Platform so the teams can control each robot remotely.

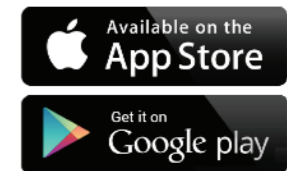
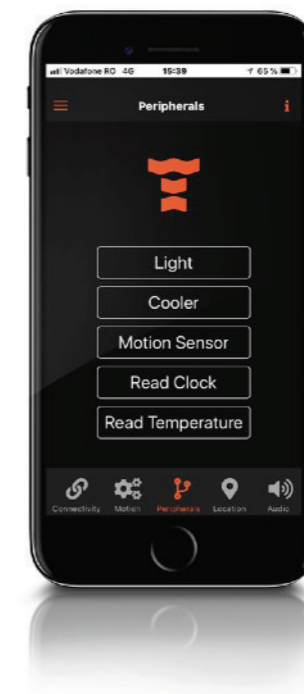
This means that we can create, optimise and change campaign settings remotely in all stores, all by clicking a few buttons.

**The Campaign Management Platform allows us to:**

- ▶ **Upload audio files**
- ▶ Create and change motion patterns
- ▶ **Adjust sound volume**
- ▶ Monitor functionalities of the robots
- ▶ **Get real-time Analytics Data**



**Tokinomo Cloud Platform**



# CREATIVE BRAND ACTIVATIONS



**Tokinomo is changing the way brands advertise in-store.**

- ▶ **Interactive and multi-sensory: sound, motion and light.**
- ▶ **Easy to communicate the campaign's message**





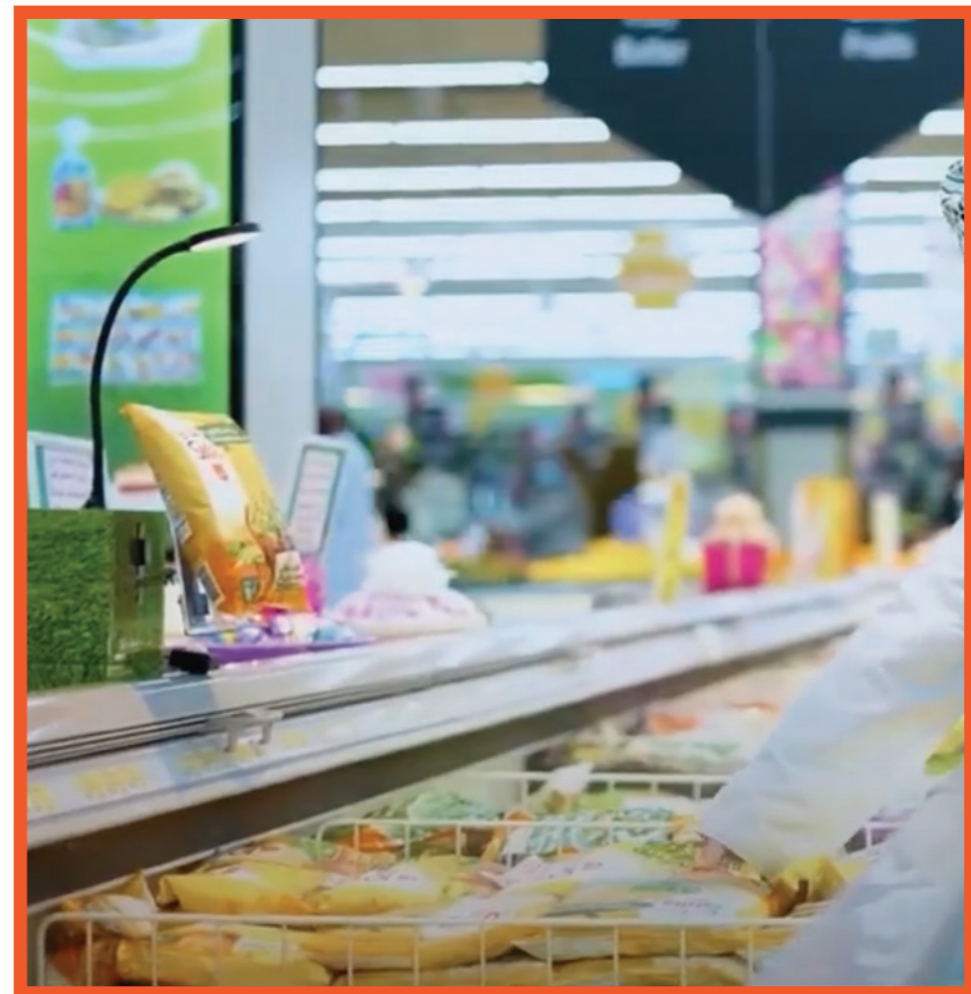
# FRIDGES AND FREEZERS?



**Tokinomo robots can be used in open and closed fridges.**



Tokinomo robots are used to promote a variety of products inside fridges, such as dairies and beverages.



While it doesn't work inside a freezer, Tokinomo can be used on top of the freezer to increase shopper engagement and sales.

## WHY TOKINOMO?



- ▶ **+200%** sales increase on average **without any price cuts**
- ▶ **40%** remember the brand name outside the Store
- ▶ 10 times lower in cost than an advertising campaign ran on Google or Facebook with the same reach, but right in front of the product rather than behind a screen
- ▶ No need to spend money anymore on other traditional less effective in-store tactics. Use **only** Tokinomo to **meet your sales targets!**

# RESULTS

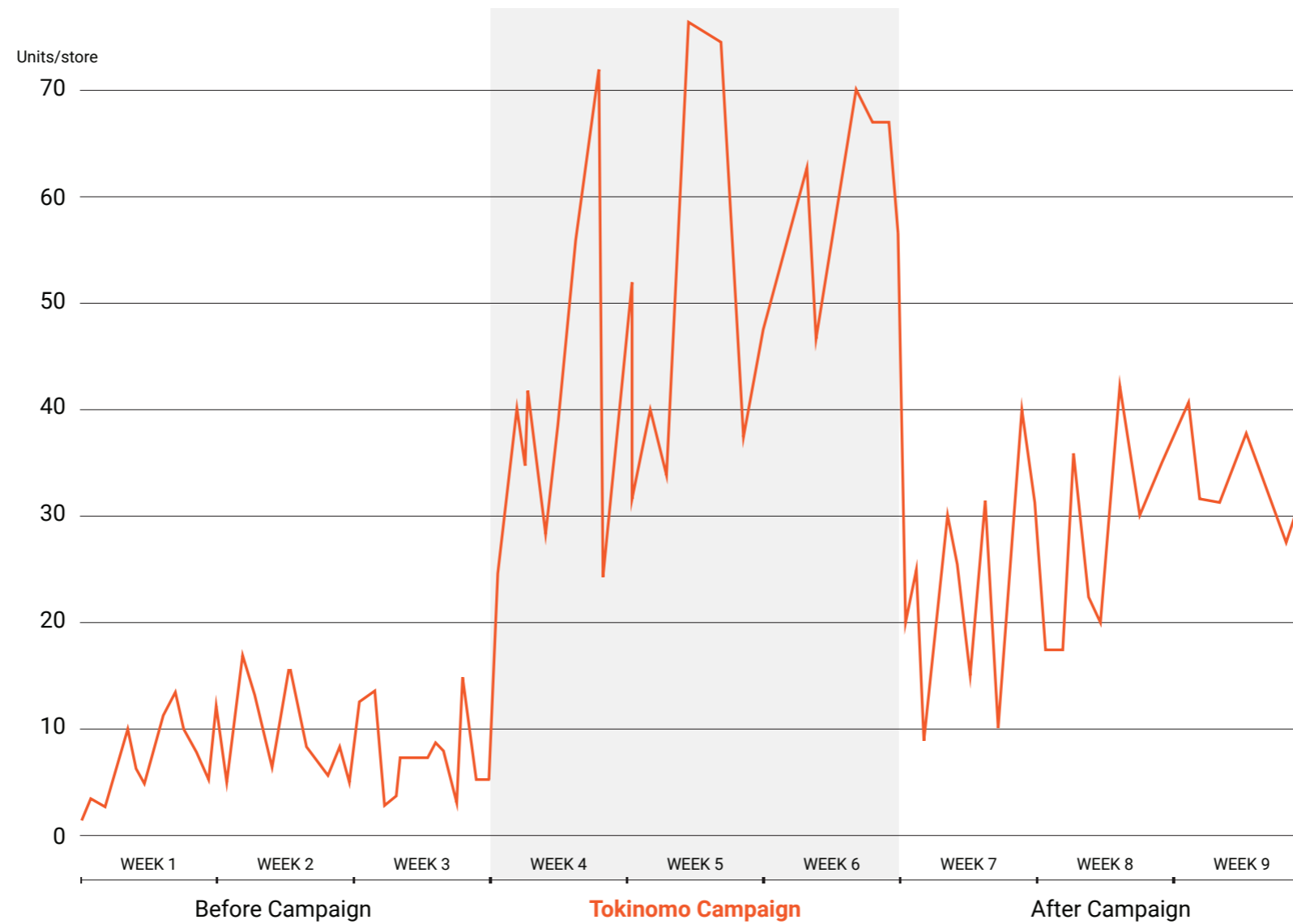


**+200% average sales increase with NO PRICE CUTS**

Brand	Heineken 330ml	Danone Actimel Yoghurt	Gerovital Shower Gel	AdeZ Almond milk	Exo Dish detergent	Auchan Coffee PL	Gerovital Deo Spray
Net Sales increase	<b>+136%</b>	<b>+125%</b>	<b>+550%</b>	<b>+245%</b>	<b>+400 %</b>	<b>+841%</b>	<b>+200%</b>
As compared to	Previous 10 days	Previous 2 weeks	Previous 10 days	Previous 7 days	Previous 10 days	Previous 2 weeks	Previous 2 weeks
Price management	No Price cuts	-5 % Discount	No Price cuts	No price cuts	+30% price increase	No Price cuts	No price cuts
Brand	Coca Cola 500ml	AB InBev Spritzd	Zuzu Greek Yoghurt	Nivea Hyaluron C. Fil.	Big Sexy Hair spray	Hochland Mozzarella	Cache Valley Cheese Curd
Net Sales increase	<b>+279%</b>	<b>+126%</b>	<b>+475%</b>	<b>+165%</b>	<b>+500%</b>	<b>+944%</b>	<b>+60%</b>
As compared to	Previous 2 weeks	Other Stores	Previous 2 weeks	Previous 3 weeks	Previous 10 days	Previous 10 days	Previous 2 weeks
Price management	No Price cuts	No Price cuts	No Price cuts	No price cuts	No price cuts	+11% price increase	+15% price increase



## Example of Tokinomo sell out evolution

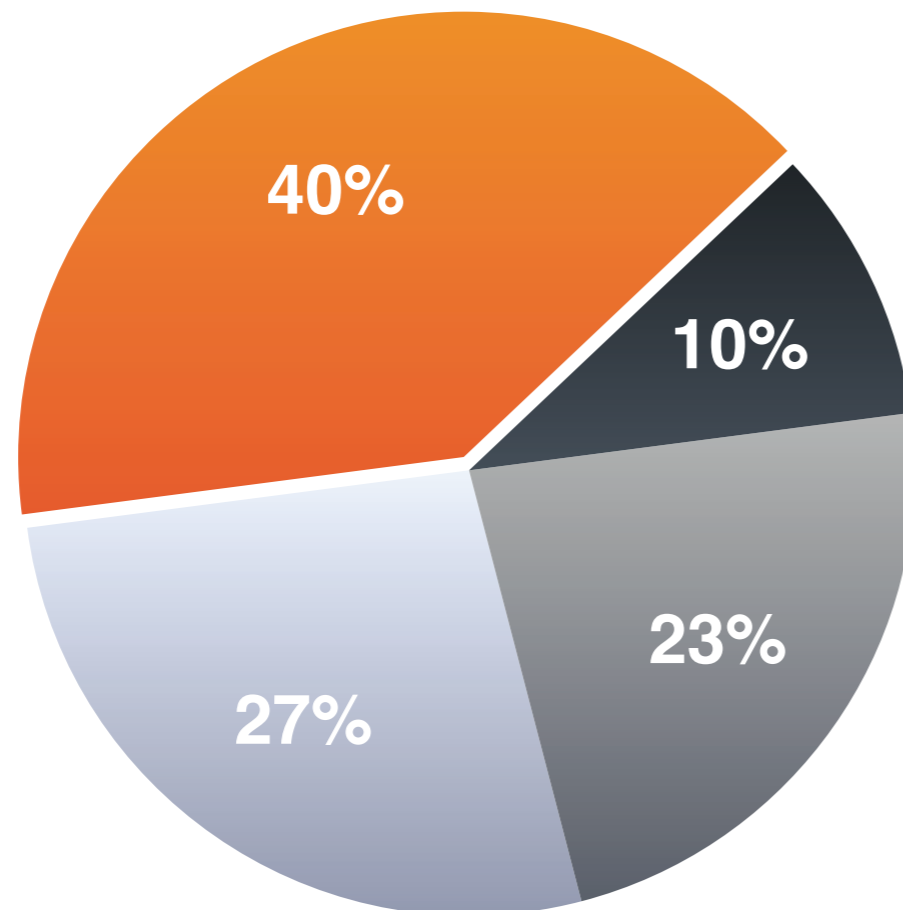


# BRAND AWARENESS IMPACT



## 40% of shoppers remember the name of the brand outside the store

- I remember the brand name
- I vaguely remember the product
- I don't remember
- I didn't visit that section



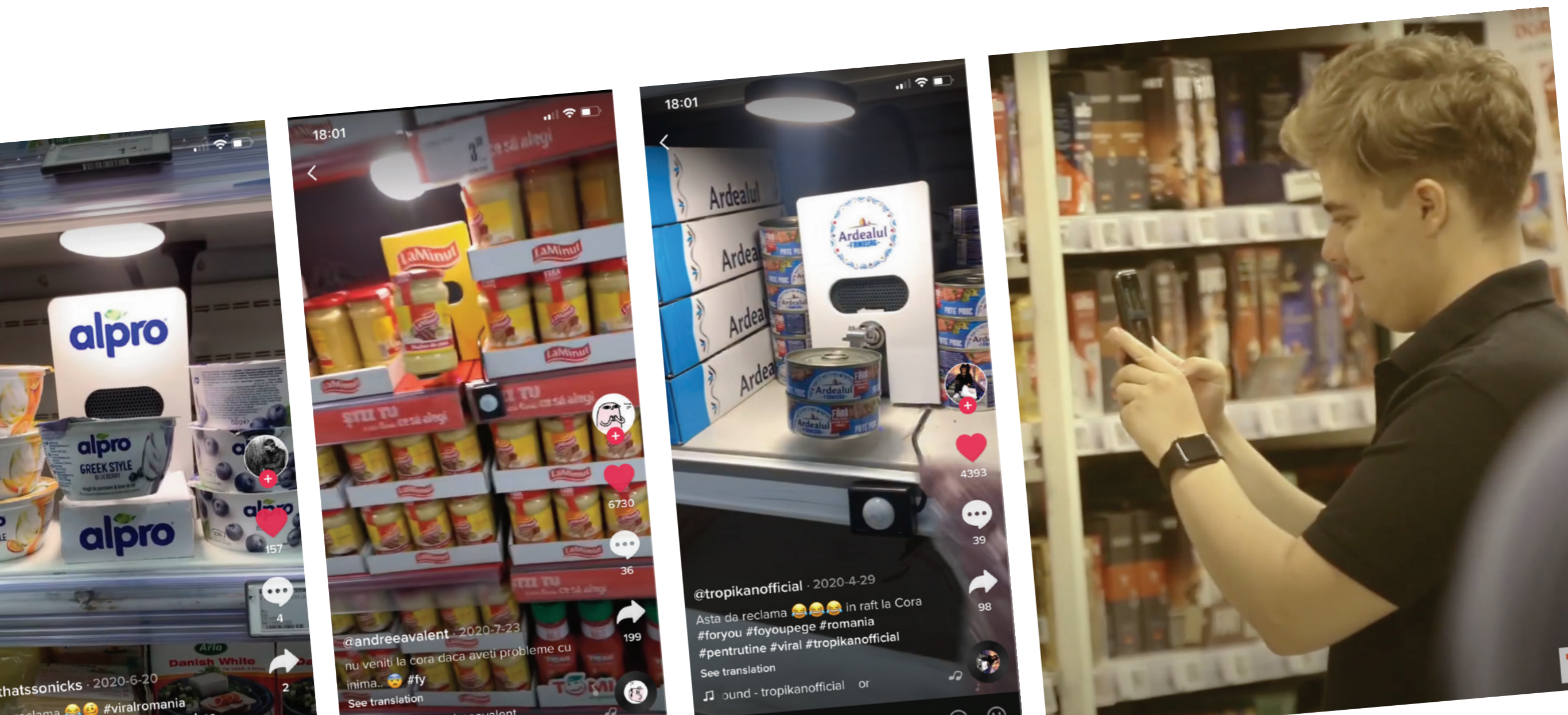
\*Based on interviews with 100 people taken outside the Ream's West Jordan & Payson Market stores during our Big Sexy Hair and Curd Cheese campaigns, Salt Lake City - US

# THE FUTURE OF RETAIL



## Next generation POSM for the new generation of shoppers

Tokinomo-powered campaigns are catchy, modern and attract the attention and sympathy of the new generation of shoppers.



# TOKINOMO VS. HUMAN SALES REPS/PROMOTERS



Tokinomo	Human Sales Reps/Promoters
Does not forget its pitch, does not get tired	Forget their pitch, get tired
<b>Works all day long, without taking long breaks</b>	<b>Work only a few hours per day</b>
Shoppers are excited and smiling	Shoppers are reluctant to interact with them
<b>Average reach of 1500 shoppers/day</b>	<b>Maximum reach of 150 shoppers/day</b>

# TOKINOMO VS. PRICE CUTS



Tokinomo	Price Cuts/Discounts
You can keep the full margin	You bring the price down, lowering the margin
<b>Average sales lift of +200%</b>	<b>Normally an increase between 20-30% in sales. Even though the volume increases, the revenue might even decrease</b>
Increases brand awareness, thus increasing long term sales	After the promotion ends, the consumer switches to the other brand on promotion. The main reason to buy is the price, not the brand.
<b>Emotional purchase decision</b>	<b>Rational purchase decision</b>



# TOKINOMO VS. CARDBOARD DISPLAYS



Tokinomo	Cardboard displays
High Stopping Power	Low Stopping Power
<b>Average sales lift of +200%</b>	<b>Not really documented</b>
Interactive	Passive
<b>Data: You know what you are paying for</b>	<b>No data</b>

# TOKINOMO VS. SECONDARY PLACEMENT



Tokinomo	Secondary Placement
High sales (similar or better)	High sales
<b>Affordable</b>	<b>Expensive</b>
Right at the shelf, without the hassle of securing the limited special placement spots	Involves tough negotiation with the Retailer
<b>Data: You know what you are paying for</b>	<b>No data</b>

## WHAT DO THEY SAY?



*“...we believe that the performance of the Tokinomo device was significantly above the average, **doubling the market share** for the overall brand versus the same period of last year. It can be said that it is **a lot more efficient than a promotion.**”*

**Pachitanu George Ciprian**  
Senior Customer Development Manager  
**Johnson&Johnson**

*“I want to thank you for your support during the campaign that **proved to be a success** for our product. Therefore, we would like to do another campaign very soon.”*

**Adina Lazar**  
Product Manager  
**Henkel**

*“I would definitely call it a success. I picked a high dollar item, that doesn't have high velocity turns. The Big Sexy hairspray had a 500% increase in sales compared with the prior 10-days. The customers and employee's had a lot of fun with it. I know Big Sexy hairspray will stick in our customers minds for a long time to come.”*

**Barry Bessey**  
General Manager  
**Reams Food Stores**

## WHAT DO THEY SAY?



*“For Jameson Irish Whiskey, the activation with the Tokinomo devices was **a real success**. Beside sales uplift versus a regular promotion, this activation brought for our brand visibility on the shelf and caught the shoppers’ attention. **I clearly recommend it!**”*

**Andrei Schiopu**  
Head of Modern Trade  
**Pernod Ricard**

*“What I like most about the concept of these Tokinomo devices, is the fact that they are **very efficient**, they really attract the attention of the consumer, and they can function on a non-stop schedule, maintaining their efficiency at a constant level. **I strongly recommend Tokinomo** to any client that wishes to bring more notoriety and revenue for their brands and wants to make an unique & memorable in-store activation.”*

**Bianca Alexandrescu**  
Brand Manager  
**Ficosota**

*“Wanted to share the first of many I hope amazing results with the Tokinomo machine!  
Across all W&B stores – we have **126% lift** where we are activating with the Tokinomo. Overall feedback is great for this machine in store, staff and **consumers love it** as gets message across and highlights the key brand features.”*

Brand Manager  
**AB InBev**

# AWARDS AND ACCREDITATIONS



Winner of RBTE Innovation Award  
- **London** -

Top 10 Consumer Goods  
technologies in US  
- **New York** -

Top retail tech startups  
Walmart Innovation Summit  
- **Toronto** -

Top 12 retail tech startups in Europe  
- **Munich** -



GOLD  
- **Athens** -



GOLD  
- **Rome** -



The Tokinomo system has 1 Awarded Patent no.130804 A0, 1 Pending Patent A00056  
and is CE and ROHS certified

CE directives: SR EN 62368-1:2015 + AC:2015 + AC:2016 + A11:2017, SR EN 55032:2012 + AC:2015 + AC:2016, SR EN 55024:2011+A1:2015, SR EN 61000-3-3:2014, SR EN 61000-3-3:2015, ETSI EN 301 511 V12.5.1 (2017-03), ETSI EN 300 328 V2.1.1 (2016-11)



THANK YOU

[www.tokinomo.com](http://www.tokinomo.com)

[www.ad-zone.net](http://www.ad-zone.net)