



REAL-TIME MARKETING IN
BRICK-AND-MORTAR STORES



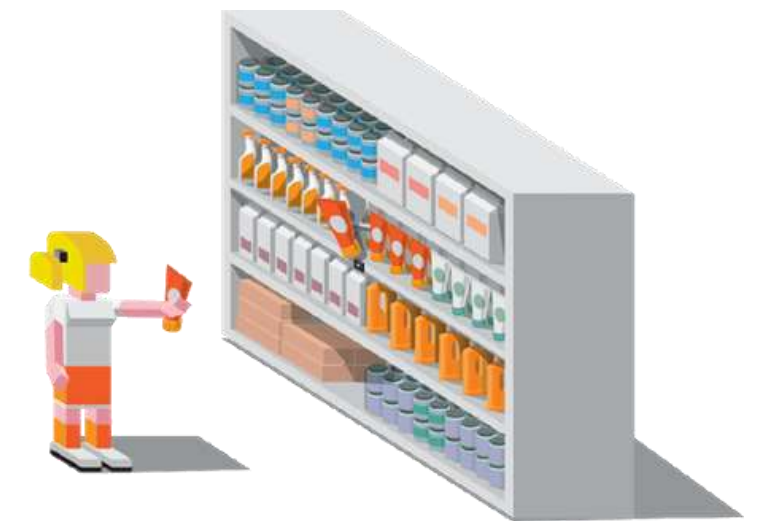
HOW DOES TOKINOMO WORK?



1 When a shopper passes a Tokinomo robot, a motion sensor activates the device



2 The product comes to life and starts talking and moving to engage the shopper



3 The shopper notices the product, starts interacting with it and eventually buys it.

HOW DOES TOKINOMO WORK?



TOKINOMO MAIN BENEFITS



- ▶ **+200%** sales increase on average **without any price cuts**
- ▶ **40%** remember the brand name outside the store
- ▶ High **Stopping Power** and increased **Product Visibility**
- ▶ Unparalleled **Customer Engagement**



Real-time marketing means creating a **marketing strategy focused on up-to-date events** and using **personalised content** to connect your product to the consumers in a fun and memorable way. According to NG Data:

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The benefits of real-time marketing are clear, leading to a 16% lift in customer sentiment, a 14% lift in purchase intent, an 18% lift in interest, the likelihood that a customer will recommend a business to others, and serious consideration.

*Ultimately, consumers **are 22% more likely to consider a brand** as a result of real-time marketing.*

FAMOUS REAL-TIME MARKETING



OREO Cookie @Oreo Follow

Power out? No problem.



5:48 PM - 3 Feb 2013

14,546 Retweets 6,857 Likes

1.0K 15K 6.9K

Pringles @Pringles Follow

Bends rule! #bendgate #hyperbolicparabaloid



What's wrong with a little bend?

RETWEETS 2,226 FAVORITES 1,093

8:25 AM - 25 Sep 2014

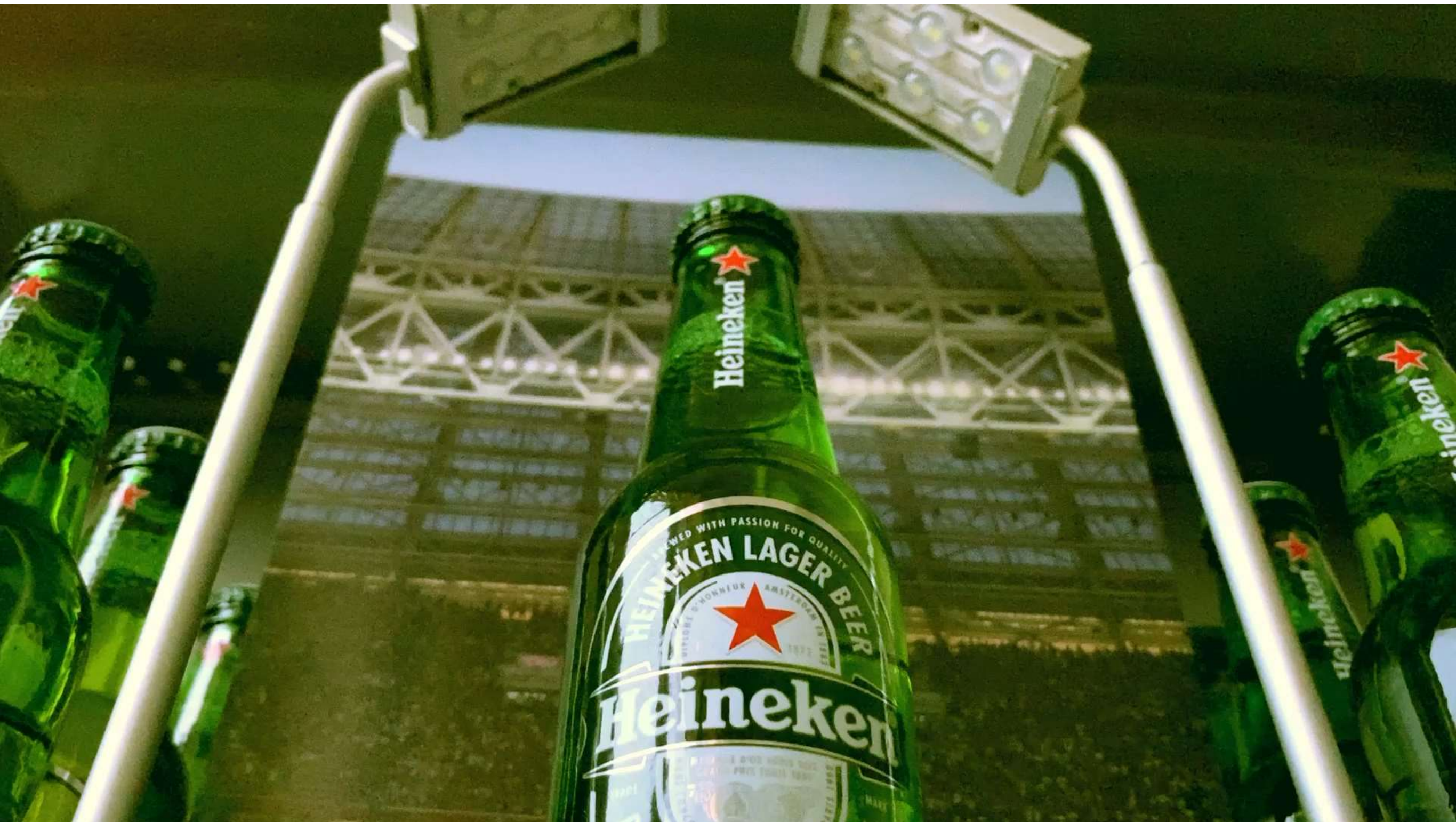


Tokinomo's Real-Time Campaign Management Platform

- ▶ **Wifi & Cellular** connectivity 24/7
- ▶ Manage campaigns remotely
- ▶ Upload **new audio messages** instantly
- ▶ Change sound volume & campaign settings
- ▶ **Update content** daily in all stores



REAL-TIME MARKETING AT THE POINT-OF-SALE



REAL-TIME MARKETING IN BRICK-AND-MORTAR STORES

FMCG BRANDS WHO CHOSE TOKINOMO





THANK YOU

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