

PromoPark Partners with Tokinomo to Offer Shelf Advertising Robots to FMCG Customers in Greece and Cyprus

ATHENS, GREECE, October 15, 2020 /EINPresswire.com/ -- [Tokinomo](#) today announced it has partnered with [PromoPark](#), a leading branding and in-store marketing agency in Greece and Cyprus. This strategic partnership involves the distribution of Tokinomo shelf advertising robots and management of Tokinomo powered in-store marketing campaigns for regional FMCG brands.

Panos Lazaretos, Director – Retail Innovation Hub, PromoPark said:

“We are excited about our partnership

with Tokinomo. At PromoPark, we are committed to providing our clients with the latest solutions for branding and advertising. Tokinomo is the ultimate shopper engagement solution, lifting in-store sales and delighting shoppers through creative marketing experiences. I am

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Tokinomo is the ultimate shopper engagement solution. I am confident our customers will love and adopt the Tokinomo robotic shelf advertising robot.”

Panos Lazaretos

confident our customers will love and adopt the Tokinomo robotic shelf advertising solution and we will see more and more experiential campaigns in retail stores throughout Greece and Cyprus.”

Tokinomo robotic shelf advertising is a shopper activation solution for FMCG brands that is safe during the current COVID19 pandemic. It is a new marketing channel for brand managers that can design brand activation campaigns in which their products talk directly to

shoppers. Tokinomo robots bring products to life at the shelf, make them move when shoppers walk by and talk to them through multiple messages. Some of the benefits include:

- High stopping power and increased [product visibility](#)



Tokinomo Shelf Advertising Robot

- +200% sales increase on average without price cuts
- 40% remember the brand name outside the store
- Great shopping experiences, retail entertainment
- Reusable and sustainable from an environmental point of view

“Having a partner who deeply understands current trends in retail marketing and is fully equipped to create memorable advertising campaigns in their market is something of an utmost importance for us, at Tokinomo. That’s why I am thrilled we have joined forces with PromoPark and I welcome them to our select network of partners.” said Ionut Vlad, CEO of Tokinomo.



Tokinomo Shelf Advertising Solution

About PromoPark

PromoPark is a leading expert in branding and marketing, committed to discover the new outstanding trends in the international market that will make the branding of any product - in any point of sale or event - simply unique. PromoPark focuses on innovative solutions with minimum logistics costs to achieve excellence in branding communication.

About Tokinomo

Tokinomo has invented and patented a robotic solution for shelf advertising and POP marketing. The award-winning robot uses sensor technology and a combination of sound, motion and light to bring products to life at the shelf and allow them to talk, move, sing or dance in front of the shoppers. Each robot is connected to the internet and it can be managed remotely via a cloud-based platform. CPG brands around the world use the Tokinomo robotic advertising in-store solution with sales lifts of +200% on average.

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This press release can be viewed online at: <https://www.einpresswire.com/article/528471242>

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