

About the Client

Procter & Gamble is a multinational consumer goods corporation headquartered in Ohio, USA. Dating back to 1837 Procter & Gamble operates today in more than 75 countries around the world and employs over 105,000 people globally.

With the primary focus on cleaning agents, personal care and hygiene products P&G serves 4.6 billion people worldwide with an impressive portfolio of more than 65 world-known brands.

About Kino-mo

Kino-mo Ltd. is an award-winning British company developing high-tech visual solutions.

From a start-up backed by world recognized investors and industry gurus Kino-mo has grown into a globally emerging company developing and delivering smart technologies that are as emotionally compelling as they are visually impactful.

kino.mo

Revolution in Every Dimension

HYPERVSN™

CLIENT STORY: *Procter&Gamble*

Challenge

Despite being a recognized global leader in the field of consumer products, hitting its strategic target and growing net sales for men's consumer goods in the CIS region presents a significant challenge for Procter and Gamble. Therefore, the company decided to look for the 'Next Big Play' in advertising solutions to achieve its goals.

Solution

There is no more effective way of increasing brand awareness than to appeal to potential customers directly in stores and lure them by impactful visuals. That is why P&G team decided to apply groundbreaking Hypervsn™ technology to convert lookers into buyers and boost sales effectively.

Custom-made visuals of P&G men's personal care goods were developed by Kino-mo designers and displayed on Hypervsn™ in one of the leading Eastern European retail chains. The campaign lasted for four weeks with an amazing effect and truly fascinating results.

Results

Procter & Gamble applied Hypervsn™ solution to promote two men's personal care products*. Within a month-long campaign P&G managed to impressively bring in-store sales up by 31.4%, boost turnover by 23.4% and raise customer acquisition by 35.3%. Four weeks after Hypervsn™ campaign sales of the same products dramatically decreased by 65.2%.

+35.3%
customer acquisition

+31.4%
sales

+23.4%
turnover

* names of the products are not disclosed due to NDA terms