

## 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