MOSCOW, RUSSIA

Togas

HTTPS://WWW.TOGAS.COM/RU/

Once they opened, a new challenge awaited them: how to attract new customers with kids and also how to get them coming back. Togas contacted Indestroom, to make a unique play house that will be the centre of attention, inside the boutique. The request, made special reference to match the colour and style of the boutique.

TOGAS IS ONE OF THE MOST POPULAR PRODUCER OF SLEEPING NEEDS

INDESTROOM CREATED A UNIQUE PLAY CASTLE FOR CHILDREN, TO ENCOURAGE THEM TO SPEND MORE TIME IN THE STORE WHILE THEIR PARENTS DO THEIR SHOPPING.

This gadget comprises of different sets of puzzles adaptable for different age groups. The puzzles include special sound and light effects! There are 3 games: magnetic labyrinth, memory game and flashing towers.

Each game has 3 difficulty levels. After each level, an indicator in the play castle lights up.

As soon as all 3 levels are complete, a coin drops from the roof of the castle. These coins can be exchanged for candies or prizes, and encourages them to play more.

The colour scheme deserves a special mention, and fits in perfectly with the colours of the boutique, as requested by Togas.

THIS PROJECT HAS BROUGHT TOGAS MUCH SUCCESS:

- ✓ Their foot-traffic has increased,
- ✓ Children ask their parents to return in order to play the game and through this,
- ✓ Has encouraged customers to become loyal.

The average cheque has increased 47% and the time spent in the store has also increased. All of these factors influence the growth of the boutique's revenue (24%).

AVERAGE CHECK INCREASE FOR 47%

REVENUE GROWTH FOR 24%