

Fruit and Veg digital power package

MEDIA CARD 2027

Reach Finnish foodservice customers through multiple channels. Effective visibility for your product or product family easily with just the right target group.

Package content

- Web article about a product or product family (Kespro.com). (max. three products from a product family)
- A featured publication from the article that month on Kespro's Facebook
- Article highlight in Kespro's selected targeted newsletter (dining, lunch, café, fast food)
- Product highlight for two weeks on the Kespro web store's front page.

Bookings

Book a package from your contact person firstname.lastname@kesko.fi.

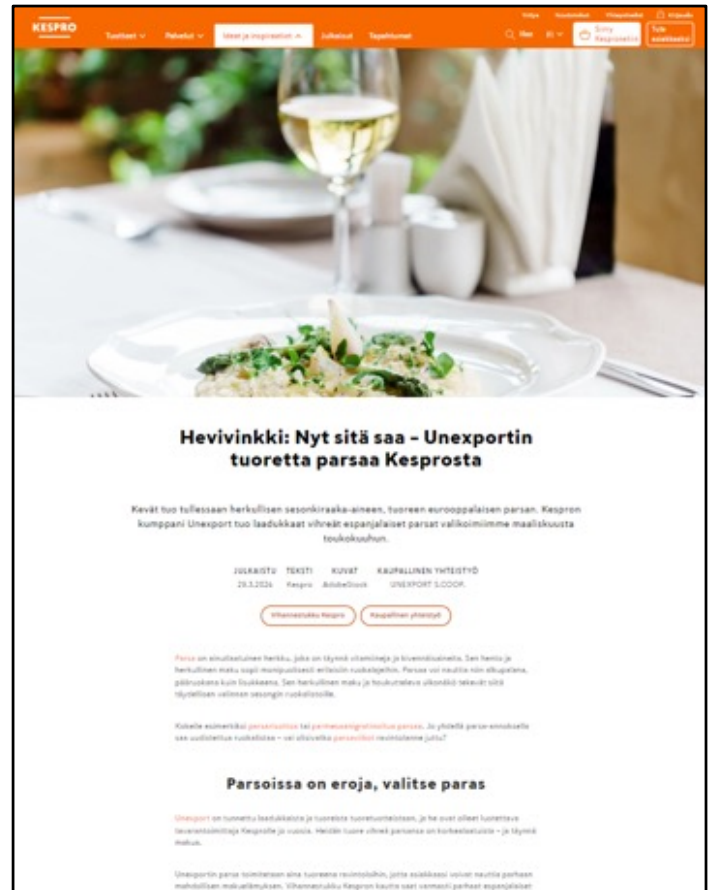
Please note that there is a limited number of packages available, so book yours on time.

1. Always agree first with Kespro's product manager about the product and message that you want to appear in the package.
2. Once the activity and its timing have been mutually agreed upon, submit the product details to the Kespro product manager and the materials for the article via the submission form (<https://kespro.aineistot.fi/hevin-digitaalinen-tehopaketti/>) no later than the first day of the preceding month or the next business day following it.

Contact information for any additional questions

Terhi Aunila, Purchasing and Sales Manager, Fruit and Vegetables
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Content Producer Ulla Telama
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Schedule

The web article, newsletter and product highlight will be published in stages during the month in the order of booking. The material for the article must be delivered no later than the first day of the preceding month or the following business day.

Material instructions

Preliminary article information or completed text materials, as well as images to be used in the article, should be submitted via the accompanying material submission form.

Image size: JPG format (minimum 72 dpi, preferably 300 dpi, RGB profile). Main image and illustration images: landscape, max. size 1 MB (1,500x1,000 px)

Material delivery address: <https://kespro.aineistot.fi/hevin-digitaalinen-tehopaketti/>

Kespro's content creation team will edit the text to support both the supplier's and Kespro's business. You can also leave the text design entirely to the content creator and only provide information about the product details to be highlighted or featured in the advertising slot, the campaign period and any illustration image.

Kespro's contact person for materials:

Ulla Telama

ulla.telama@kesko.fi

+358 503842839

PLEASE NOTE: Materials, pictures and any product information for an article must be submitted according to the instructions and on schedule. Any late materials will not be accepted. Agreed but unrealised marketing measures will be charged according to the agreement.

KESPRO LOUNAS & Deli



SESONGISSA **Lokakuu**

Lokakuu on monipuolinen ruokasesonki

Meneillään on ruokasesonkien kuukausi, kun kotimaiset juurekset, kuten porkkana, lanttu ja palsternakka, ovat parhaimmillaan. Kurpitsat tuovat pirteyttä ruokapöytään, ja värikkäät kukkakaalit piristävät annoksia. Sienimetsän suppilovahverot sopivat täydellisesti syksyn ruokiin. Hyödynnä hedelmistä omenat, päärynät ja viikuna. Melonit tuovat raikkaan lisän syksyn hedelmävaihteluun.

 Sesonki TUOTE	 Sesonki TUOTE	 Sesonki TUOTE
Meloni Cantaloupe 5 kg	Kirjolohifilee C- leikattu nypitty käsin leikattu n. 750g, n. 5kg	Porkkana 5kg pesty Suomi 1lk
5025	21389780	20328430
3,35 € /kg 16,74 € 1lk	14,85 € /kg	0,98 € /kg

Lokakuun sesonki verkkokaupassa

KESPRO

LOUNAS sesongissa Lokakuu

À LA CARTE sesongissa Lokakuu

Voit olla kiinnostunut näistä tuotteista

							
0,98 € /kg 4,90 € 5kg	2,50 € /kg 12,50 € 5kg	11,80 € /kg 59,00 € 5kg	4,80 € /kg 24,00 € 5kg	6,90 € /kg 34,50 € 5kg	4,60 € /kg 23,00 € 5kg	5,30 € /kg 26,50 € 5kg	5,30 € /kg 26,50 € 5kg

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