

Nopeasti näkyvyyttä

MEDIA CARD 2025

The Nopeasti näkyvyyttä (Quick Visibility) package is especially suitable for the marketing of accelerated batches of products, for quick campaigns or for ensuring the visibility of individual products during their launch

Nopeasti näkyvyyttä marketing package allows suppliers to have agile and speedy multichannel visibility on Kespro's digital channels.

Quick Digital Reach!



Contains

- Product placement on the front page of Kespro.net for two weeks
- Animated Product Highlight on the Cash & Carry displays for two weeks

Reservations

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 with the Kespro product manager about the product you want to use in Kespro.net and on the Displays
2. When an agreement on the actions and the date has been made, send information about the product or content to Kespro's product manager and content creator at least two weeks, preferably one month prior to the agreed date of publication.

Contact details for any additional questions

Jani Lampinen
sähköposti: jani.lampinen@kesko.fi
puhelin: +358 503813442

KESPRO

Kespronet Product Placement

MEDIA CARD 2025

Kespronet is Kespro's webstore for food service customers. Majority of our customers use Kespronet several times a week.

The front page includes several sections of product placements, such as products on offer, new releases and topical categories.

Kespronet Product Placements are visible on a product carousel of the webstore front page for two weeks.

Instructions

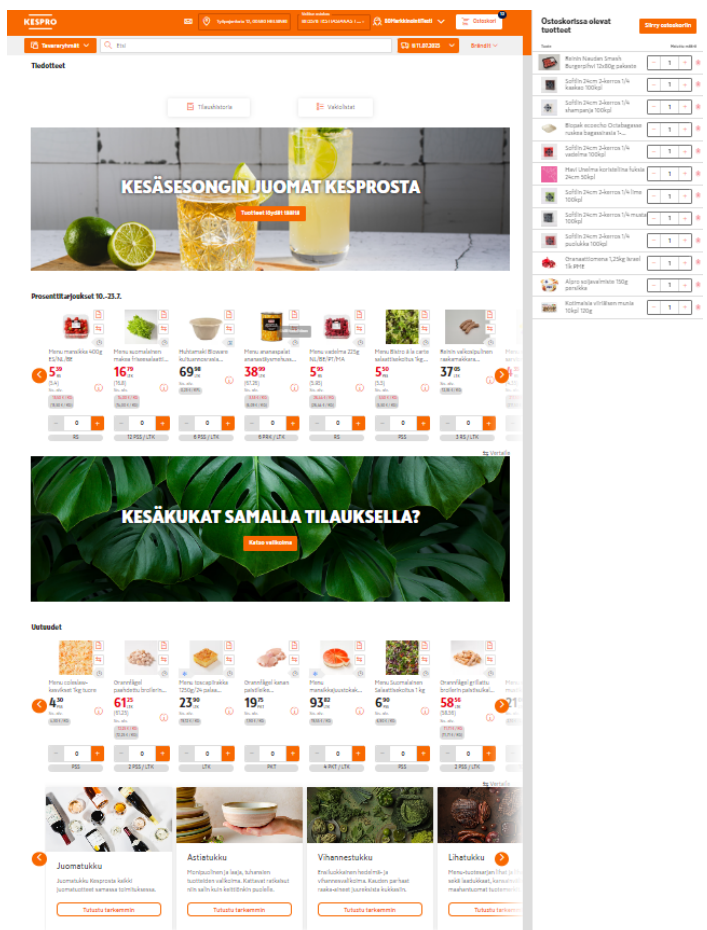
Product placement is agreed with Kespro's Product Manager. Contact:
forename.surname@kesko.fi

Product placements on Kespronet's frontpage are published for two weeks at a time. Kindly inform the product and the desired time period to Product Manager.

Kespro fills in the product image and details based on those in Synkka Media.

Contact person

Jani Lampinen
jani.lampinen@kesko.fi
puh. +358 50 381 3442



Cash & Carry Displays

MEDIA CARD 2025



BOOST SALES WITH DIGITAL DISPLAYS

Store displays for effective advertisement are located in the best spots regarding sales and customer engagement in each of our 14 wholesaler's business premises.

One of the two 49-inch displays is located at a entrance area or at a presentation point for customer encounters. The other one is located near checkout or cafeteria area.

LCD outlets are suitable for high resolution HD videos and artwork – both still and dynamic. The video can contain audio, although it is muted in the display.

Content spots for sale

Video highlight

Duration: 30 sec

Density: Min. 20 times per an hour

Animated product highlight

Duration: 10 sec

Density: Min. 20 times per an hour

Schedule

VALIDITY APPROXIMATELY FOR 1 MONTH

Validity period	Content deadline
2025-01-08 – 2025-02-04	2024-12-15
2025-02-05 – 2025-03-03	2025-01-15
2025-03-04 – 2025-04-04	2025-02-15
2025-04-05 – 2025-05-05	2025-03-15
2025-05-06 – 2025-06-05	2025-04-15
2025-06-06 – 2025-07-04	2025-05-15
2025-07-05 – 2025-08-03	2025-06-15
2025-08-04 – 2025-09-01	2025-07-15
2025-09-02 – 2025-10-03	2025-08-15
2025-10-04 – 2025-11-03	2025-09-15
2025-11-04 – 2025-12-05	2025-10-15
2025-12-06 – 2026-01-07	2025-11-15

IMPORTANT VALUES FOR KESPRO:

We kindly wish our partners to respect the process stages and the assigned schedule.

NB: Content required for the campaign products (e.g. product details, artwork) must be provided by the vendor according to the agreed schedule with Kespro. Any delayed content will not be accepted. The vendor will be charged according to the agreement for agreed, yet unrealized marketing operations due to the vendor.

Cash & Carry Displays

MEDIA CARD 2025



Video Highlights – instructions

The process is negotiated in agreement with Kespro's Product Manager responsible for the product category in question. Products advertised in the video must be available in Kespro's range of goods.

Contact information:

forename.surname@kesko.fi

TECHNICAL REQUIREMENTS:

- Required materials must be provided according to the agreed schedule with Kespro.
- The provided material must contain an attached video file.
- However, regarding large sized files, sharing the file via some cloud service (e.g. WeTransfer, DropBox) is acceptable.
- Accepted formats: MPEG-2, MPEG-4, MPEG-4 AVC / H.264
- Full HD resolution (1920*1080px)
- Max. length: 30 sec
- The video can contain audio, although it is unfortunately muted in the display outlet.

In order to gain attention and engagement, please consider the video to be eye-catching and rich in visual elements. At Kespro, we value expertise and quality in all our marketing communications activities targeted at foodservice customers. Thus, poor quality content or content against our principles may not be published.

Please, provide the video materials to:

kespro.digiaineistot@kesko.fi



Animated Product Highlight – instructions

The process is negotiated in agreement with Kespro's Product Manager responsible for the product category in question.

Contact information:

forename.surname@kesko.fi

EXTRA PRODUCTS FOR PROSENTTI MAGAZINE PRODUCT HIGHLIGHTS:

The highlights are made exclusively of products launched in Prosentti Magazine during the magazine's validity period. A contracted advertising agency is assigned to compile the highlighted content exploiting a product image and product details according to Prosentti Magazine.

► See an example of Animated Product Highlight

Contact person at Kespro:

Jani Lampinen
jani.lampinen@kesko.fi
tel. +358 50 381 3442

KESPRO