

# Multichannel digital marketing package

# Kuukauden olut

## MEDIA CARD 2024

A wonderful opportunity tailored to Kespro's beer suppliers to join our customer-oriented multichannel content marketing series!

The Kuukauden olut (Beer of the Month) article is published on Kespro.com and a feature based on the article is published on Kespro's Facebook and Instagram. The beer of the month will also be shown in the content slot of the Kespro order channel's beer page for one month and in that month's Juomatukku (Beverage Wholesale) newsletter.

### Package content

- A beer of the month article on the Kespro website at [www.kespro.com](http://www.kespro.com) (the article will be produced by Kespro's inhouse content creation team)
- A feature from the article on Kespro's social media channels (Facebook and Instagram)
- The beer of the month product will be shown in the content slot of the Kespronet order channel's beer page for one month
- The beer of the month product will be featured in that month's Juomatukku newsletter

The content will be marked with the "Commercial Cooperation" label.

### Bookings

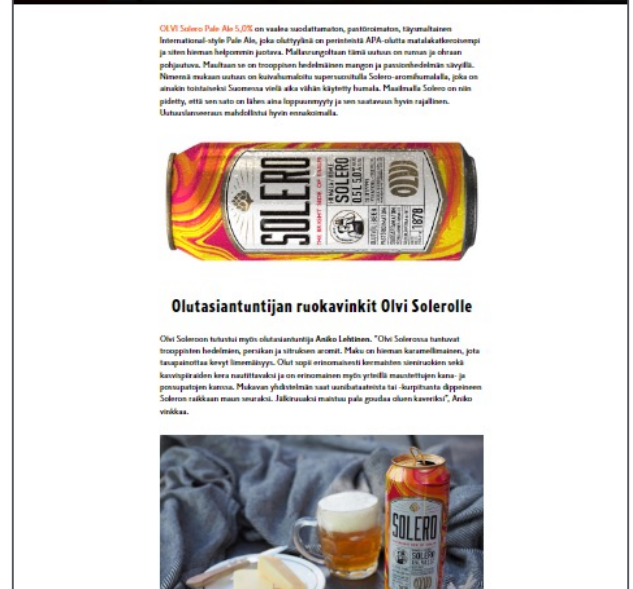
Book a slot with Betty Mwiinga, Kespro's Product Manager, email: [betty.mwiinga@kesko.fi](mailto:betty.mwiinga@kesko.fi).

For the planning of actions, a joint planning meeting will be agreed with the supplier approximately two months before the campaign.

### Contact details for any additional questions

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Ulla Telama, Content Creator responsible for beverages at Kespro  
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### Material instructions

Please deliver the information about the product to Kespro's product manager and content creator at the agreed time.

Necessary information:

- Information about the product selected for the campaign for Kespro.
- A detailed characterisation and description of the product and brewery.
- An extracted image of the product.
- Other vibe images, such as photos from the brewery for the illustration of the article, must be delivered at least one month prior to the agreed campaign month.

**KESPRO**