

Partner's Platinum Package

MEDIA CARD 2027

Kespro's top content – now bundled for selected partners! Strengthen your brand and reach Kespro's customers effectively through multichannel marketing.

Content

We offer a comprehensive solution that combines:

- High-quality, targeted content
- Solutions that leverage Kespro's search and purchase data
- Extensive visibility for both product and brand marketing
- A wide selection of top-performing solutions across Kespro's channels
- Exclusive premium placements reserved for our Platinum Package partners
- Reporting on key performance indicators

With the Partner's Platinum Package, you can spotlight your brand and products at just the right time – right where your customers are!

Materials

The materials and delivery dates for the materials will be agreed upon during the kick-off meeting that is part of the Partner's Platinum Package.

Kespro contact person

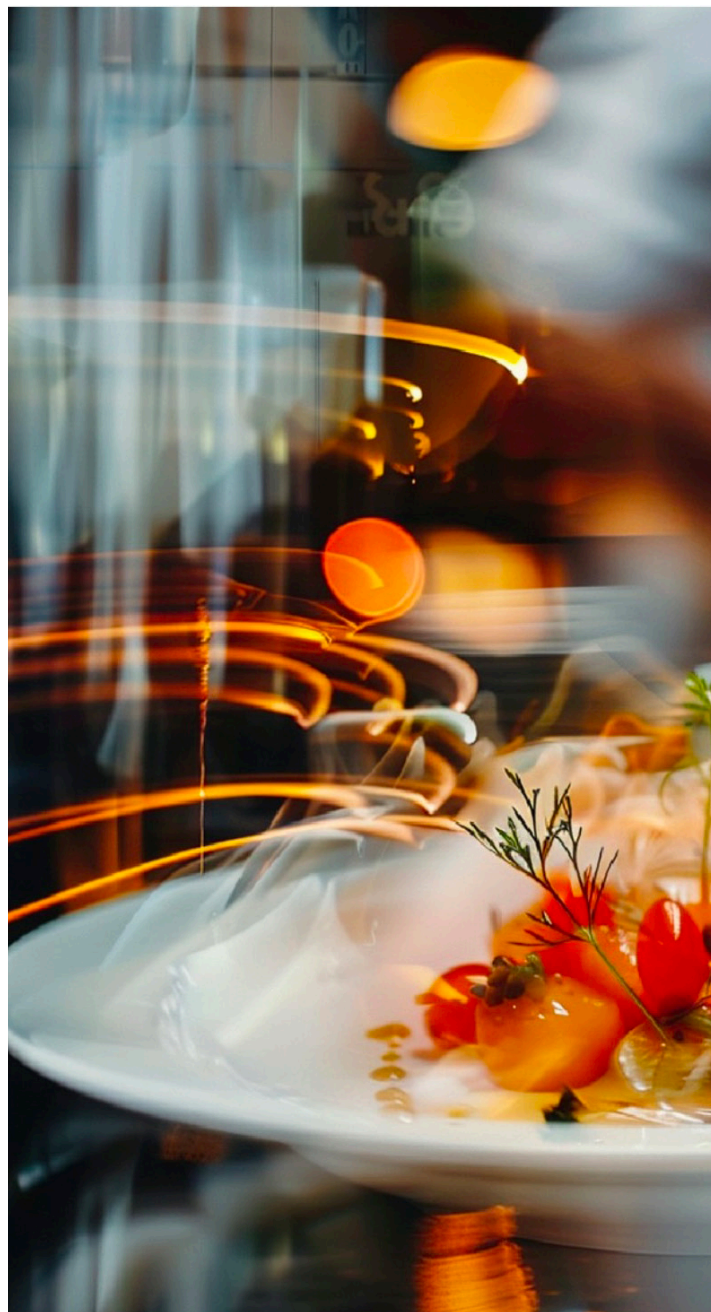
Contracts and selection of the product to be advertised
Product Manager

firstname.lastname@kesko.fi

Service production

Jani Lampinen

jani.lampinen@kesko.fi



KESPRO

Multichannel Seasonal Campaign

MEDIACARD 2027

Content

Multichannel Seasonal Campaign contains:

- Product placement on the front page of Kespro's online store, in the Seasonal Campaign product carousel
- Product highlight in the product carousel on the seasonal page of Kespro's webstore
- Placement in the seasonal theme article on the Kespro.com website
- A price campaign valid during the selected season
- In addition, during each season, Kespro commits to promoting the elements included in the Service and driving traffic from its social media channels and newsletters to the campaign components—namely, the Seasonal Campaign product carousel on Kespro's online store and the seasonal theme article on the Kespro.com website.



Materials

1. Product placement in Kespro's Seasonal Campaign product carousel

Product image (stored in Synkka Media or Kesko's K DAM image bank)

2. Placement in the seasonal theme article on the Kespro.com website

The Partner must notify Kespro's Product Manager of the product to be marketed in the Service and the product's identifying information. The validity and material schedule of each seasonal campaign can be found at the end of the media card.

Contacts

Product selection and contracts:

Product Manager (firstname.lastname@kesko.fi)

Service Production

Carousel production: ville.pesonen@kesko.fi

Article production: anssi.nurminen@kesko.fi

ProS€ntti

MEDIA CARD 2027



Our price-driven offer publication, Prosentti, also offers ideas and inspiration for utilising the products in your own business. When you want to sell fair, be visible in Prosentti.

Schedule

N:O 1

Campaign valid	7.1.-1.3.2027
Campaign purchase price valid	25.12.2026-1.3.2027
Promotional product offers to product manage	30.10.2026
Advertisement materials/product images	12.11.2026
Publication date	4.1.2027

N:O 2

Campaign valid	2.3.-3.5.2027
Campaign purchase price valid	22.2.-3.5.2027
Promotional product offers to product manage	31.12.2026
Advertisement materials/product images	14.1.2027
Publication date	26.2.2027

N:O 3 (incl. Ice Cream Supplement)

Campaign valid	4.5.-30.8.2027
Campaign purchase price valid	27.4.-30.8.2027
Promotional product offers to product manage	26.2.2027
Advertisement materials/product images	11.3.2027
Publication date	29.4.2027

N:O 4

Campaign valid	31.8.-1.11.2027
Campaign purchase price valid	24.8.-1.11.2027
Promotional product offers to product manage	2.7.2027
Advertisement materials/product images	15.7.2027
Publication date	26.8.2027

N:O 5

Campaign valid	2.11.2027-2.1.2028
Campaign purchase price valid	26.10.2027-2.1.2028
Promotional product offers to product manage	3.9.2027
Advertisement materials/product images	16.9.2027
Publication date	28.10.2027

Important to Kespro

We expect our partners to respect the campaign process work stages and schedules.

PLEASE NOTE: Information, advertisement materials and campaign product images to be included in the publication must be delivered in accordance with the instructions and on schedule. Any late materials will not be accepted. Agreed but unrealised marketing measures will be charged in accordance with the agreement.

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ProS€ntti

MEDIA CARD 2027

Material instructions

PROMOTIONAL PRODUCT WITH IMAGE

The information and price quotation for the campaign products and the new Lunch supplement products will be delivered to Kespro's product manager according to the schedule by email (firstname.lastname@kesko.fi).

PRODUCT IMAGES FOR CAMPAIGN BOXES

Technical requirements:

Resolution 300 dpi, format eps/tiff/jpg.

CMYK images: ISOcoated_v2_300_eci.icc

Pre-extracted images, width around 8 cm.

Images to be extracted during production will be subject to a separate charge.

The images should reflect good quality and delicious taste and raise interest among foodservice professionals.

Send images to kespro.aineistot.fi/prosentti

Mainostoimisto M1/kespro@m1.fi

You can also send a link or credentials to a photo gallery.

UUTUUSTUOTE SECTION

The Uutuudet (New Products) section extensively displays new products selected for Kespro's range to foodservice professionals. The New products Excel must be delivered to Kespro's product manager according to the media card's schedule.

COLUMN 1/2 PAGE NEW PRODUCTS LEAFLET (EXCEL)

includes **up to 5 products**. The text of a 1/2 page novelty leaflet can be max 700 characters, including spaces.

COLUMN 1/4 PAGE NEW PRODUCTS LEAFLET (EXCEL)

includes up to **2 products**. The text of a 1/4 page novelty leaflet can be max 430 characters, including spaces.

PRODUCT IMAGES FOR NEW PRODUCTS LEAFLETS

Technical requirements:

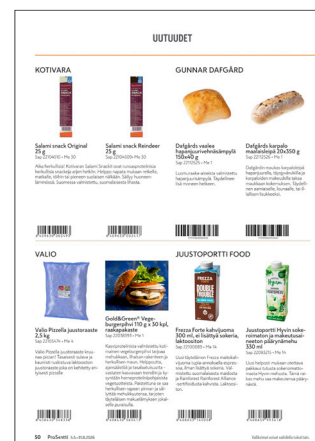
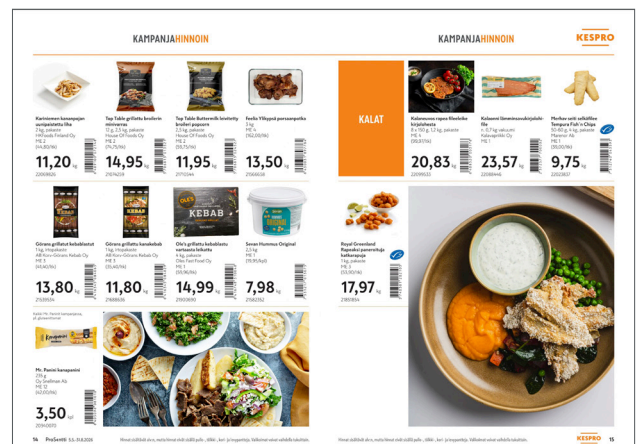
Resolution 300 dpi, format eps/tiff/jpg.

CMYK images: ISOcoated_v2_300_eci.icc

Image width is approximately 10 cm.

Images to be extracted during production will be subject to a separate charge.

The images should reflect good quality and delicious taste and raise interest among foodservice professionals. Send images to kespro.aineistot.fi/prosentti Mainostoimisto M1/kespro@m1.fi You can also send a link or credentials to a photo gallery.



Customer-segmented newsletters

MEDIA CARD 2027

Publication Schedule 2027

Period 1	7.1.-1.3.2027	Book by 1 Dec
Period 2	2.3.-3.5.2027	Book by 1 Feb
Period 3	4.5.-30.8.2027	Book by 1 Apr
Period 4	31.8.-1.11.2027	Book by 1 Aug
Period 5	2.11.2027-3.1.2028	Book by 1 Oct

Ad Formats and Targeting

Ad Formats

1. Hero content
2. Small content feature
3. Product promotion
4. Personalised alcoholic product promotion

Targeting Segments

- Lunch
- Café
- À la carte
- Fast Food
- (Alcohol License Holders – only for Personalised alcoholic product promotion)

See the full content description in the Finnish media card (available in Finnish only).

Contacts

- Product Manager (ad bookings, contracts)
firstname.lastname@kesko.fi
- Material submission (Small content feature)
<https://kespro.aineistot.fi/asiakassegmentin-perusteella-kohdennettu-uutiskirje/>
- Newsletter Technical & Graphic Production
jaakko.valkiainen@kesko.fi

KESPRO



1

Segafredo-pavuista syntyy täydellinen erikoiskahvi

Tarjoa asiakkallesi makuelämyksiä italialaisesta kahvimaailmasta. Laadukkaat **Segafredo-espressokahvit** tuovat tuulahduksen Italiaa ja sen kahvikulttuuria premium-tasoa vaativille kahvinystävälle. Heille, joille laadukas kahvi on elämäntapa.

Juomalistalla olevat erikoiskahvit lisäävät myyntiä. Kauniin Latte art -erikoiskahvin voi juoda jo silmillään. Laadukkaat espressokahvit sopivat myös erilaisiin drinkkeihin ja mocktaileihin. Esimerkiksi Espresso Martini tai brändipohjainen Italian Coffee -drinkki jatkavat italialaista makumaailmaa.



Segafredo Professionale Classico -pavut ovat tasapainoinen espressosekoitus brasilialaisia, vietnamilaisia sekä sesongin mukaan valittuja etelä- ja väli-amerikkalaisia kahvipapuja. Maku on intensiivinen ja täyteläinen. Espressoamme on paahdettu juuri sopivasti korostamaan sen tumman suklaaisen makuviivijä. Paahtoaste 4, RAC-sertifioitu.

22,26 €
/kg
ME 5 x 1 kg pss

Verkkokauppaan

21716038



2

Webinaari

Reseptit-palvelu ravintolan arjessa 23.1.2025

Tule linjoille kuulemaan miten Kespron uusi Reseptit-palvelu istuu monipuolisesti ravintolan arkeen. Tilaisuuksia on kaksi samansisältöistä, mukaan voit ilmoittautua linkistä. Ilmoittautumella saat myös tallenteen.

Ilmoittaudu mukaan



3

Törst real lemon 0,33l

22003563

2,55 €
/pl (+pantti)



4

Aperitivo 70cl 11%

21036616

23,30 €
/plo + pantti

Webstore product highlight

MEDIA CARD 2027 - Frontpage

Kespro's online store is Finland's largest foodservice procurement platform which a large portion of our customers use several times a week.

We strive to bring interesting and trending products, seasonal food items and personally targeted product highlights to our webstore's frontpage.

Product highlights are added to the best suited product carousel in the webstore's frontpage during the campaign period.

Schedule and instructions

Product highlights are always agreed with Kespro's product manager.

Email: firstname.lastname@kesko.fi

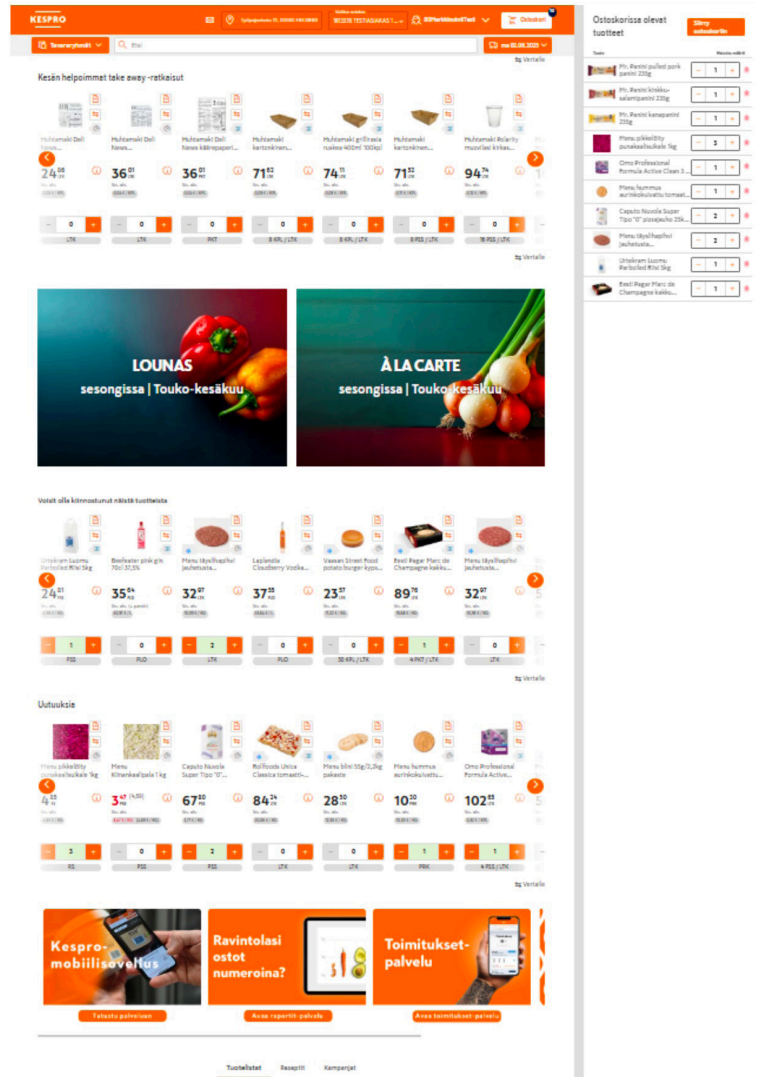
Product highlights on the webstore's frontpage are published in two-week periods in the order of the product manager's reservation. The product manager must be informed of which product the highlight is to be made from. Kespro's product image and product information are used in the product purchase. Product images must be stored in Synkka Media or Kesko's K DAM image bank

Marketing Contact Person

Jani Lampinen

jani.lampinen@kesko.fi

+358 (0)40 381 3442



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Cash & Carry Displays

MEDIA CARD 2027

Thirteen of Kespro's stores have LCD screens for advertising. Each store has at least two 49-inch screens, one near the entrance/tasting point and the other in the cashier/cafe area. The screens are placed in the best possible locations from a sales perspective. The screens can play impressive HD-level still or video images, but sound is not used.



Animated product highlight

Kespro produces a 10-second video of the product requested by the partner. The product name and GTIN code must be submitted to Kespro's product manager no later than 1 month before the start of the operation.

The product image, product information and current price used in Kespro's online store will be used for the product highlight

The partner is responsible for the accuracy of the product image used. The product image can be updated in Kespro's services via Synkka Media or the K DAM media bank.



Brand video

- Supported video formats: MPEG-2, MPEG-4, MPEG-4 AVC / H.264.
- Full HD -resolution (1920*1080px)
- Maximum length: 30 seconds

The videos may have sound, but it will not be played on the screens. The video will be delivered as a file to Kespro marketing. A video link alone is not enough.

The video material must be delivered to Kespro no later than 1 month before the start of the procedure. Video delivery link:

<https://kespro.aineistot.fi/wholesale-video-display/>

Kespro Contact Person:

Jani Lampinen

jani.lampinen@kesko.fi

puh. +358 50 381 3442

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Partner Mini

MEDIA CARD 2027

The Partner Mini Package includes a search engine optimized brand page on the Kespro.com website. The brand page is just one click away from the Kespro.net sales channel.

The brand page features a selection of products available through Kespro, specific to the brand. The brand's story and core values are highlighted with a search engine optimized introduction, enhancing the page's online visibility. The introduction may present general information about the brand, product news, or key features and competitive advantages of the products.

Bookings

Book a slot with Kespro's product Manager by email:
first.name.lastname@kesko.fi

The product manager will inform you of the free slots and the onboarding process. Please note that the service will be delivered during the calendar month agreed upon by the product manager and the partner. A specific publication date will not be set for the service.

Material instructions

Please submit the brand introduction text, background image, logo and required URL links at least one (1) month before the beginning of the agreed publication month.

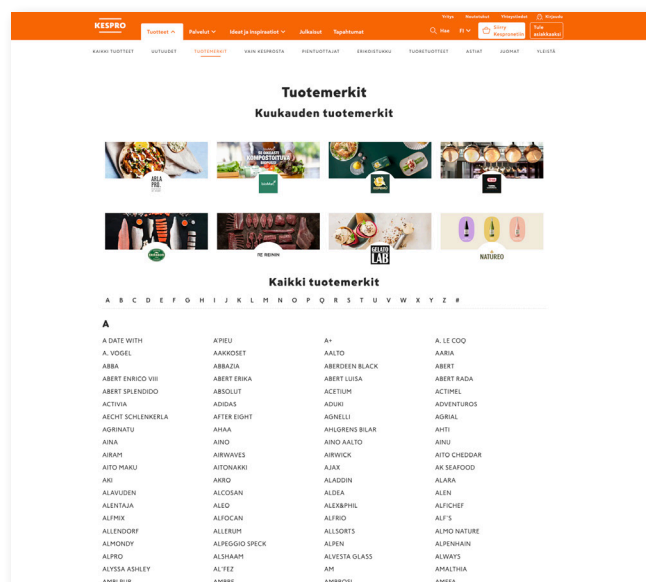
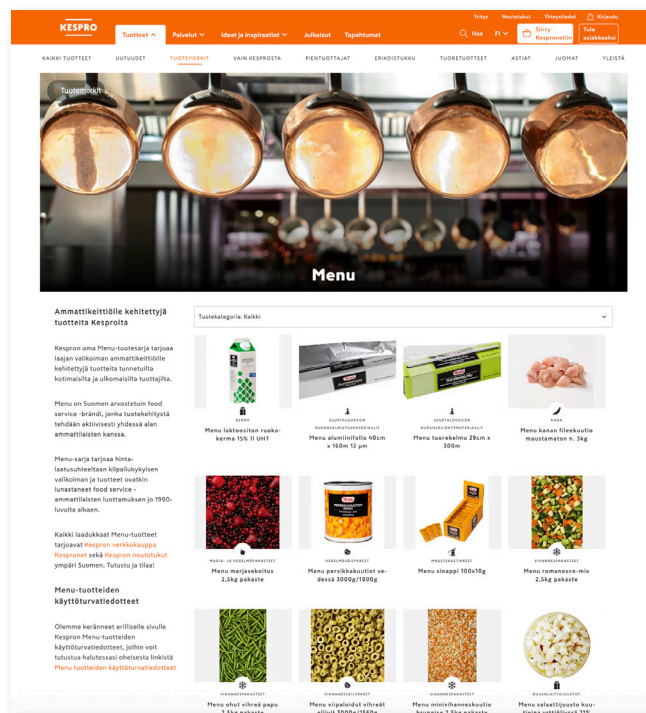
NECESSARY INFORMATION

- Introduction text (maximum length 260 words)
- Background image (1400 x 500 px)
- Logo (300 ppi, RGB color profile)
- URL links (a link to be included in the introduction text, and a link from your website directing visitors to the brand page)

Delivery address for materials: kespro.digiaineisto@kesko.fi
Information in the subject field: kespro.com brand page +
name of the company and the brand

Kespro contact person

Digital Content Specialist Sanna Fagerlund
sanna.fagerlund@kesko.fi
+358 (0) 40 706 5818



KESPRO

Brand of the Month

MEDIA CARD 2027

The "Brand of the Month" banner placement features the promotion of the brand page by positioning it at the top of the brand pages section on the Kespro.com website for one month.

Bookings

Book a slot with Kespro's product Manager by email:
firstname.lastname@kesko.fi

The product manager will inform you of the free slots. Please note that the use of this service requires the purchase of the Kespro.com Brand Page service. The "Brand of the Month" banner placement will be activated on the first business day of the agreed month – or on the next working day if the first business day falls on a public holiday.

Material instructions

Please submit the background image and logo at least one (1) month before the beginning of the agreed campaign month.

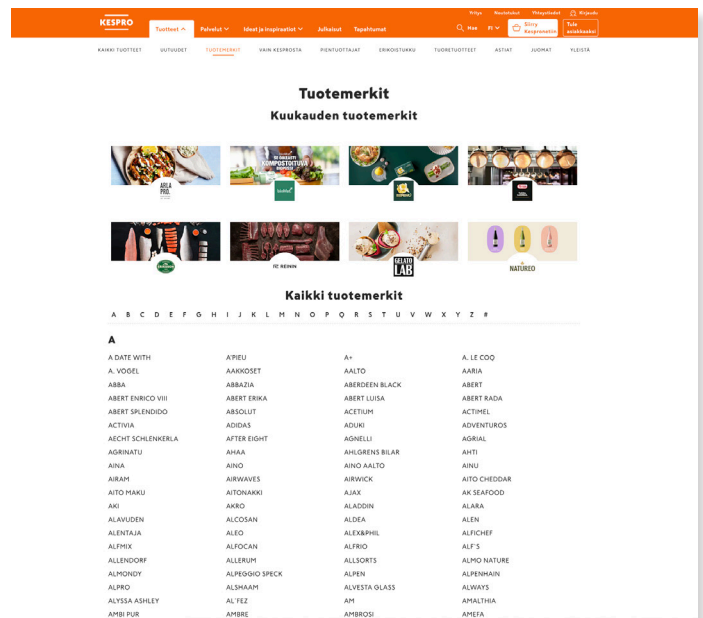
NECESSARY INFORMATION

- Background image (1400 x 500 px)
- Logo (300 ppi, RGB-profile)

Delivery address for materials: kespro.digiaineisto@kesko.fi
Information in the subject field: [kespro.com](https://www.kespro.com) brand of the month + name of the company and the brand

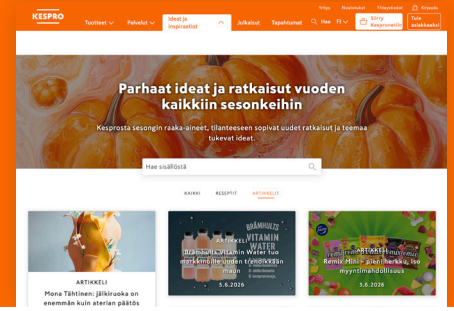
Contact information for any additional questions

Digital Content Specialist Sanna Fagerlund
sanna.fagerlund@kesko.fi
+358 (0) 40 706 5818



Kespro.com article

MEDIA CARD 2027



Kespro.com is Kespro's online service, where we publish content that follows our seasonal themes and is relevant to our customers. The content is intended to provide tips and ideas for our customers, as well as to communicate about topical products and services.

Schedule

Kespro defines a more detailed publication schedule for the month, which has been agreed with the supplier.

The material for the article must be delivered no later than the first day of the month preceding the publication month or the following business day.

THEMES 2027

- 1-2** PROFITABILITY
 - Efficiency for the kitchen, money for the till
- 3-4** EXPERIENTIALITY
 - Build restaurant experiences
- 5-8** SEASONS
 - Domestic growing season and summer flavours
- 9-10** SMOOTH LIFE
 - Ease for professionals
- 11-12** DELICIOUSNESS
 - Taste matters

NOTE!

Materials and images 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 in accordance with the agreement.

Kespro contact

Marketing Specialist Ulla Telama
ulla.telama@kesko.fi
+358 (0) 50 384 2839

Material instructions

Products appearing in Kespro.com articles must be in Kespro's product selection at the time of article publication. The articles are always agreed with Kespro's product manager. The materials are sent by e-mail.

Main content: value creation through solutions and tips, relevance

Supportive content: product inspiration

Segment: foodservice industry

Texts:

- Short and SEO-optimised headline (max. 70 characters)
- Lead paragraph (max. 256 characters)
- The text should also include a few subheadings
- Alternatively, Kespro can produce the article. The partner then provides Kespro with the background information necessary for creating the article. The creation method is always agreed with the product manager.

Images:

- Jpg format (preferably 300 ppi RGB profile)
- Main image and illustration images: landscape, max. size 1 MB (1,500 × 1,000)

Material delivery address: kespro.digiaineisto@kesko.fi

Include the following information in the subject field:

Kespro.com article + company name

IMPORTANT TO KESPRO

Articles published in Kespro.com should communicate high quality and expertise to our customers. Kespro reserves the right not to publish any articles that do not comply with our operations and values.

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