

Kespro's



# Multichannel vegetable and/or fruit tip

## Interesting Vegetable and/or Fruit Tip for Foodservice Professionals

The Vegetable and/or Fruit Tip (The Hevivinkki in Finnish) package enables suppliers to have multi-channel visibility on Kespro's digital channels. The package consists of a native article published on the Kespro.com website, and social media publications based on the article on Kespro's Facebook and Instagram accounts.

If a wider distribution is desired for the article, it is possible to purchase an additional visibility package, which includes a link to the article and highlighted product detail line in the weekly price list (2 weeks), and a product link and image in Kespronet's product carousel.

All content is produced by Kespro's content production team. All the created content is planned together with the supplier, Kespro's product manager and the content production team. The content is made from a perspective that appeals to the target group and in a style that supports the supplier's goals. The contents are marked with the commercial co-operation label.

## Reservations

Reserve your content or advertising space from Kespro's product manager (firstname.surname@kesko.fi). By contacting us, you will also receive information about available publication dates. Please note that there are a limited number of dates available. Book your place in time, but no later than 2 months before the start of the campaign period.

## Content that matches your goals

Once your content slot is booked, we start planning the article. We will ensure your goals together either by e-mail or at a meeting together with Kespro's product manager and the content producer. Once the guidelines have been agreed, we will make a content proposal, which you will get by e-mail at least a week before the agreed publication date.

## Material instructions

Any content in text format we kindly ask you to deliver by e-mail to your contact person. Also, if you can provide information about the product(s) (E.g. unique buying reasons, seasons etc.). Any available pictures we would like to receive delivered as an e-mail attachment in jpg format. The size of the images should be at least 72 dpi / 1000 x 1500 px, in RGB profile and as landscape form.

## Any questions? Contact us, we will be happy to help!

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