

Tableware themed campaigns

MEDIA CARD 2024

Themed tableware campaigns, of which there will be five in 2024, will provide suppliers with multichannel visibility in Kespro's digital channels and order channel close to the customer's point of purchase.

The themed campaigns are built around products selected by the participating suppliers that fit the theme. The content is made from a perspective that speaks to the target audience and is in a style that supports the supplier's goals.

Package content

The package includes an article about the products (Kespro.com), highlighting the article on social media (Kespro's Instagram and Facebook accounts), and highlights of featured products in the product carousel in the tableware wholesale section of the Kespronet order channel.

The content of the themed campaign will be created, and related measures will be implemented by Kespro's content creation team.

The contents are marked with a "Commercial Cooperation" label.

Bookings

Book your spot from Kespro Product Manager Henna Lehmus email: henna.lehmus@kesko.fi

There are five themes for 2024 in which it is possible to participate.

A total of up to three suppliers can participate in each themed campaign. They will be able to choose 1-5 products to be featured in the campaign.

Themes of the campaigns in 2024

FEBRUARY	FOOD PREPARATION
Product information to product manager by	1 Dec 2023

MARCH	GETTING READY FOR THE FESTIVE SEASON
Product information to product manager by	8 Jan 2024

APRIL	SUMMER SEASON SOLUTIONS
Product information to product manager by	1 Feb 2024

SEPTEMBER	END OF YEAR FESTIVE SEASON
Product information to product manager by	3 June 2024

OCTOBER	TRENDS AND TIPS FOR THE WINTER SEASON
Product information to product manager by	1 August 2024



Material instructions

1. Send information about the products included in the themed campaign (1-5 products) to Kespro's product manager and content creator at least 2 months before the start of the campaign or by the date specified on the page
2. Please send product information and images to Kespro's Product Manager Henna Lehmus at henna.lehmus@kesko.fi and Content Creator Ulla Telama at ulla.telama@kesko.fi

Message title:

Themed tableware campaign + company/brand name

Include the following information about each product in the message:

- full product name and EAN code
- any value-adding information about the product, its usability, production or similar
- any product or vibe photos or brochures
- Note: Images should be delivered as email attachments in jpg format. Minimum image size 72 dpi/1,500 x 1,000 px, in RGB profile, horizontal images.

Contact information for further questions

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