

Prosentti

MEDIA SHEET 2020

Campaign publication for Kespro customers

IMPORTANT FOR KESPRO:

We expect our partners to respect the stages and timetables of the campaign process.

NB. Information on campaign products, advertisement materials and images for the publication must be submitted in accordance with the schedule as instructed. Materials that arrive late will not be accepted.

Agreed marketing actions which are not implemented are charged in accordance with the agreement.

Schedule

ISSUE 1

CAMPAIGN PERIOD: 7.1.–2.3.2020

CAMPAIGN PRICE VALID: 27.12.2019–2.3.2020

Campaign product offers to product manager 4.11.2019

Ad materials/product images 18.11.2019

Issue date 2.1.2020

ISSUE 2

CAMPAIGN PERIOD: 3.3.–4.5.2020

CAMPAIGN PRICE VALID: 27.2.–4.5.2020

Campaign product offers to product manager 2.1.2020

Ad materials/product images 17.1.2020

Issue date 27.2.2020

ISSUE 3

CAMPAIGN PERIOD: 5.5.–2.9.2020

CAMPAIGN PRICE VALID: 28.4.–2.9.2020

Campaign product offers to product manager 21.2.2020

Ad materials/product images 09.3.2020

Issue date 29.4.2020

ISSUE 4

CAMPAIGN PERIOD: 3.9.–2.11.2020

CAMPAIGN PRICE VALID: 27.8.–2.11.2020

Campaign product offers to product manager 15.6.2020

Ad materials/product images 20.7.2020

Issue date 31.08.2020

NRO 5

CAMPAIGN PERIOD: 3.11.2020–6.1.2021

CAMPAIGN PRICE VALID: 27.10.2020–6.1.2021

Campaign product offers to product manager 2.9.2020

Ad materials/product images 14.9.2020

Issue date 29.10.2020

Instructions

• CAMPAIGN PRODUCTS

Send information on campaign products to Kespro's product managers, observing the schedule.

Email: firstname.lastname@kesko.fi

• PRODUCT IMAGES FOR CAMPAIGN SQUARES

Technical requirements:

Resolution 300 dpi, EPS / TIFF / JPG

Image width approx. 8 cm

The images should convey quality and delicious flavours and be interesting to HoReCa professionals.

Send images to: kespro.aineistot.fi/prosentti

Advertising agency M1 / kespro@m1.fi

You can also send a link or user ID to an image bank.

• ADVERTISEMENT MATERIALS A4 (1/1)

+ 5 mm bleed / 300 dpi / CMYK (Paper: G-Print 100 g)

Print quality materials as a PDF file.

Send images to: kespro.aineistot.fi/prosentti

Advertising agency M1 / kespro@m1.fi

• LINKING TO A CAMPAIGN PRODUCT FEATURED IN THE ONLINE MAGAZINE OR CONTENT IN THE "IDEAS AND INSPIRATION" SITE, VIDEO, RECIPE OR OTHER CONTENT

Send image to be linked and web address to:

kespro.aineistot.fi/prosentti

Kespro contact person:

Marketing Planner Päivi Nykopp

paivi.nykopp@kesko.fi

Print: Painotalo PunaMusta Oy

Instructions for materials: www.punamusta.com



KESPRO

Prosentti

Ideas & Inspiration

For the “ideas and inspiration” section, we are looking for content related to sustainability marketing, seasonal marketing and value/feature marketing from our partners.

PROSENTTI ISSUE 1

Sustainability marketing

Small producers

Seasonal marketing

Blinis and roe, Runeberg's day, Valentine's Day, Shrovetide, pie day, chocolate cake day, Kalevala day, the Olympics

Value / feature marketing

Products & stories

PROSENTTI ISSUE 2

Sustainability marketing

Product safety

Seasonal marketing

Easter, Vappu, Mother's Day, meatball day, St. Patrick's Day, international waffle day, carrot day

Value / feature marketing

Free From

PROSENTTI ISSUE 3

Sustainability marketing

Environment

Seasonal marketing

Eating out, graduation parties, impulse products, oyster day, Ice Hockey World Championships, hamburger day, sustainability week, chocolate ice cream day, “women's week”, hot dog day, crayfish season, “Venetian nights”

Value / feature marketing

Casual dining

PROSENTTI ISSUE 4

Sustainability marketing

Food waste

Seasonal marketing

Christmas selections and parties, game, harvest, Oktoberfest, Entrepreneurs' Day, national coffee day, cinnamon roll day, Fairtrade week, Halloween + Día de Los Muertos (Mexico theme) + kekri, Black Friday

Value / feature marketing

Sustainability and food waste

PROSENTTI ISSUE 5

Seasonal marketing

Holiday season: Christmas parties and Christmas selections, Independence Day, Father's Day, International Men's Day

Value / feature marketing

Made in Finland



OPTIONS

¼ - page

½ - page

INSTRUCTIONS FOR MATERIALS

½ PAGE COLUMN:

Maximum text length 1,000 characters, including space.

¼ PAGE COLUMN:

Maximum text length 600 characters, including spaces

TECHNICAL REQUIREMENTS FOR IMAGES:

Resolution 300 dpi

EPS/TIFF/JPG

Image width:

approx. 10 cm for a ½ page column

Send texts to:

Kespro's product managers (firstname.lastname@kespro.fi)

ALTERNATIVELY: PRINT-READY MATERIALS

1/4 page: 88 x 112 mm

1/2 page horizontal: 180 x 112 mm

1/2 page vertical: 88 x 234 mm

Print quality materials as a PDF file.

Send images to: kespro.aineistot.fi/prosentti

Kespro reserves the right to limit the number of images used.