

Kespro's



Multichannel fish tip

Eye catching fish content

The Fish Tip (*Kalavinkki* 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 text content and the product highlighted in Kespronet's product carousel on the Kalatukku (The Fish wholesale) page (2 weeks).

All content is produced by Kespro's content production team. The content of the article is planned together with the supplier, Kespro's product manager and the content production team. The content is created 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!

Laura Kivi, sales manager, fish and meat unit

laura.kivi@kesko.fi, phone: +358 (0)50 302 0988

Heidi Voutilainen, content producer

heidi.voutilainen@kesko.fi, phone: +358 40 350 2789