

Price campaign for tableware

MEDIA CARD 2024

The price campaign for tableware provides multichannel product visibility in Kespro's order channel and wholesale outlets, as well as in the Prosentti publication. The campaign period is a mutually agreed period of the Prosentti magazine.

The price campaign is based on a jointly agreed discount percentage of the product or product line chosen by participating suppliers.



Package content

The price campaign is built around a jointly agreed discount percentage of the product or product line chosen by participating suppliers.

Featured product highlights for the Astiatukku tableware wholesale product carousel in the Kespronet order channel, a campaign advertisement displayed on the digital screens at wholesale outlets and product boxes for the campaign products in the Astiatukku tableware wholesale section of the Prosentti magazine.

Bookings

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

Material instructions

Send information about the products included in the price campaign to Kespro's product manager and content creator at least 2 months before the start of the campaign.

Message title:

Tableware price campaign + company/brand name

Include the following information about each product in the message:

— full product name and discount percentage, as well as product price and product EAN code

Contact information for any additional questions

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