

# Multichannel Fruit and Veg digital power package MEDIA CARD 2025

Reach Finnish foodservice customers through multiple channels with Kespro's content production team. Effective visibility for your product or product family easily with just the right target group.

## Package content

- Fruit and Veg Tips article about a product or product family (Kespro.com). (max. three products from a product family)
- A featured product highlight from the Fruit and Veg Tips article that month on Kespro's Facebook and Instagram.
- A featured product highlight from the Fruit and Veg Tips article that month in the Tuorevalikoima fresh fruit and vegetable newsletter.
- A featured product highlight for two weeks in the Vihannestukku vegetable wholesale product carousel in the Kespro order channel.

## Bookings

Book a package from your contact person [firstname.lastname@kesko.fi](mailto:firstname.lastname@kesko.fi).

Please note that there is a limited number of packages available, so book yours on time.

1. Always agree first with Kespro's product manager about the product and message that you want to appear in the package.
2. When a measure and its date have been agreed, send information about the product or content to Kespro's product manager and content creator at least two months prior to the agreed date of publication.

## Contact information for any additional questions

Terhi Aunila, Purchasing and Sales Manager, Fruit and Vegetables

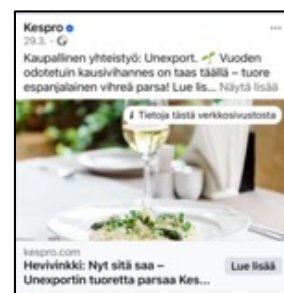
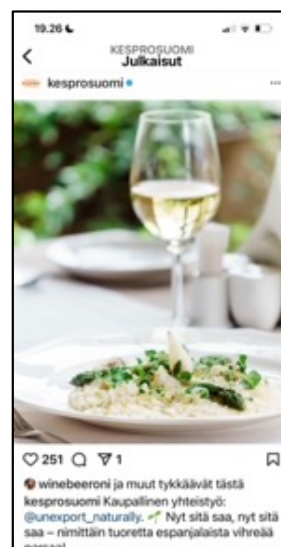
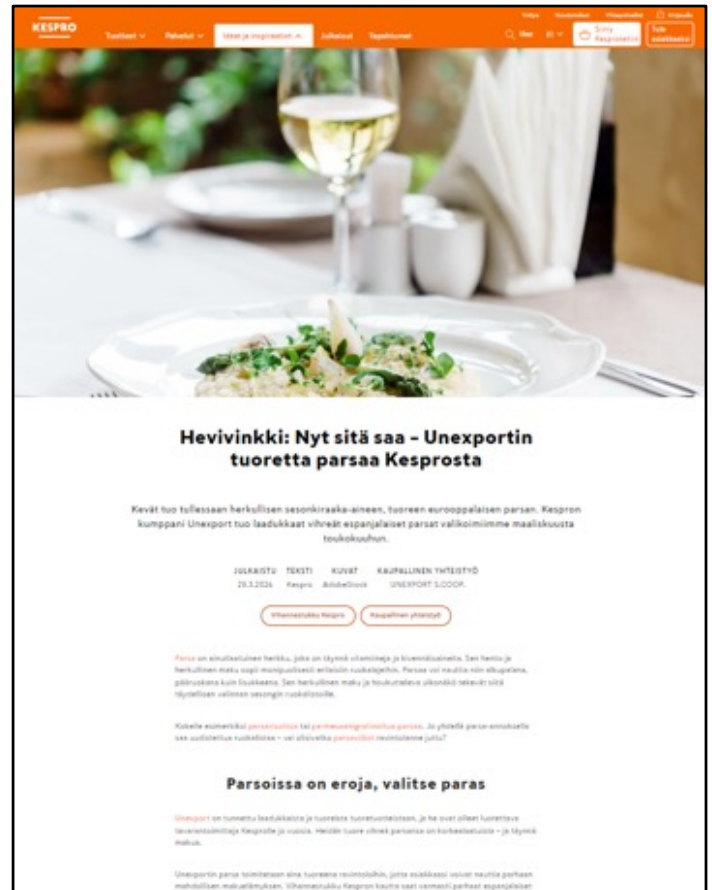
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Content Producer Heidi Voutilainen

email: [heidi.voutilainen@kesko.fi](mailto:heidi.voutilainen@kesko.fi)

Tel. +358 40 350 2789



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# Multichannel Fruit and Veg

# digital power package

## Schedule

The Fruit and Veg Tips article, the article's newsletter and product carousel purchases will be published in stages during the month in the order of booking. The material for the article must be delivered no later than the first day of the preceding month or the following business day.

## Material instructions

**Text content** must be delivered via email as a DOC or TXT file.

**Images** should be delivered as email attachments in JPG format.

Image size: JPG format (minimum 72 dpi, preferably 300 dpi, RGB profile). Main image and illustration images: landscape, max. size 1 MB (1,500x1,000 px)

**Material delivery address:** [kespro.sisallontuotanto@kesko.fi](mailto:kespro.sisallontuotanto@kesko.fi) and [heidi.voutilainen@kesko.fi](mailto:heidi.voutilainen@kesko.fi)

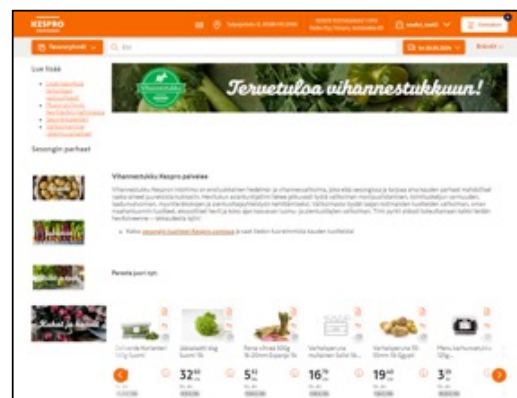
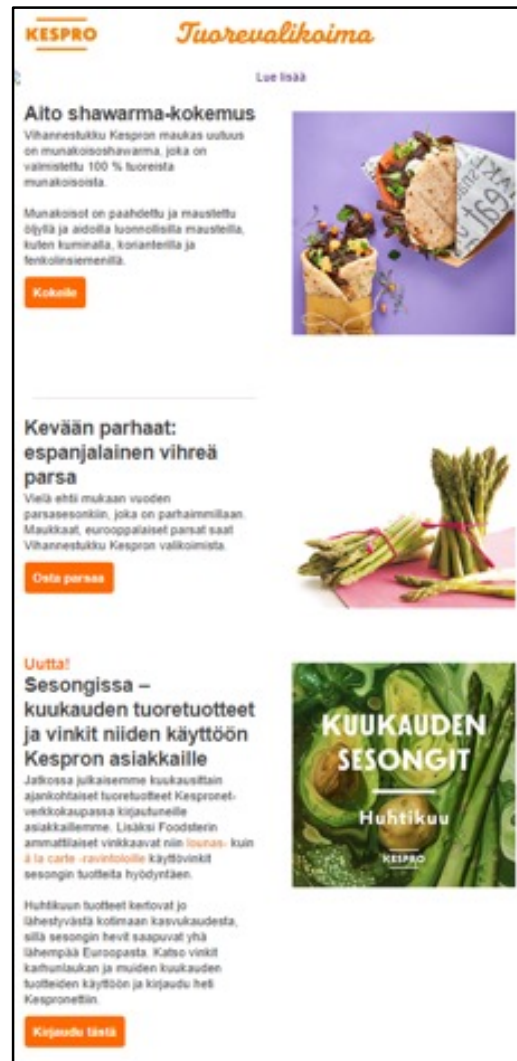
**Include the following information in the subject field:** Fruit and Veg digital power package + company name

Kespro's content creation team will edit the text to support both the supplier's and Kespro's business. You can also leave the text design entirely to the content creator and only provide information about the product details to be highlighted or featured in the advertising slot, the campaign period and any illustration image.

**Kespro's contact person for materials:**

Heidi Voutilainen  
heidi.voutilainen@kesko.fi  
+358 40 350 2789

PLEASE NOTE: Materials, pictures and any product information for an article must be submitted according to the instructions and on schedule. Any late materials will not be accepted. Agreed but unrealised marketing measures will be charged according to the agreement.



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