

Partner's Platinum Package

MEDIACARD 2026

Content

Kespro's top content – now bundled for selected partners! Strengthen your brand and reach Kespro's customers effectively through multichannel marketing.

We offer a comprehensive solution that combines:

- High-quality, targeted content
- Solutions that leverage Kespro's search and purchase data
- Extensive visibility for both product and brand marketing
- A wide selection of top-performing solutions across Kespro's channels
- Exclusive premium placements reserved for our Platinum Package partners
- Reporting on key performance indicators

With the Partner's Platinum Package, you can spotlight your brand and products at just the right time – right where your customers are



Materials

The materials and delivery dates for the materials will be agreed upon during the kick-off meeting that is part of the Partner's Platinum Package.

Contacts at Kespro

Contracts and selection of the product to be advertised

Product Manager firstname.lastname@kesko.fi

Service production

Jani Lampinen jani.lampinen@kesko.fi

Kespro Marketing Service Description:

Partner's Platinum Package

The Partner's Platinum Package (hereinafter referred to as the "Service") is a multichannel marketing campaign executed through Kespro's channels. The campaign is produced by Kespro for the supplier purchasing the Service (hereinafter referred to as the "Partner")

The content of the Service provided by Kespro to the Partner includes

Content:

Tactical product visibility:

1. 3 Multichannel seasonal campaign placements in three freely chosen seasons. First pick! Guaranteed placement.
2. 2 Hero content placements in a newsletter targeted by customer segment, during a freely chosen period and segment — or alternatively, equivalent visibility in the Mild and Strong beverage newsletter.
Hero content is only available as part of the Partner Platinum Package!
3. 2 Prosentti campaign product placements with images during a freely chosen period, for two selected products.
4. 2 product highlights on wholesale displays throughout the entire "Prosentti" campaign.
5. 2 product highlights on the Kespro online store front page for two weeks

Brand Visibility:

1. A search engine optimized brand page on Kespro.com, linked to your own website, plus Google Ads for the brand page with a €750 media budget.
2. "Brand of the Month" feature and banner for your brand on the Kespro.com website.
3. 2 content articles featured on the Kespro.com homepage and other relevant content pages for your product or product family, with links to your brand's page.
4. 2 social media highlights for the content articles.
5. 2 small content highlights in a newsletter targeted by customer segment, during a freely chosen period and segment — or equivalent visibility in the Mild and Strong beverage newsletter.
6. Video highlight on wholesale displays
7. A Kick-off meeting
8. Reporting on key figures from the marketing activities

Terms of Service Execution

The Partner is responsible for providing Kespro with up-to-date and accurate information about the Product to be advertised.

The Partner is also responsible for selecting the Product to be featured in the Service. The Product must be part of Kespro's assortment, available for sale by Kespro, orderable by Kespro's customers, and deliverable to customers until the end of the campaign. The Product selected by the Partner must be approved by Kespro. Kespro retains the right to determine the final customer pricing of the Product.

Additional Notes

Detailed descriptions of the actions included in the package can be found in the media cards for each marketing activity.

The key performance indicators (KPIs) to be reported for the marketing activities will be agreed upon with each Partner during the kick-off meeting.

