

# Fruits and veg

## Nopeasti näkyvyyttä package

### MEDIA CARD 2024

The digital Nopeasti näkyvyyttä (Quick Visibility) marketing package allows suppliers to have **agile and speedy multichannel visibility on Kespro's digital channels**. The package is especially suitable for the marketing of accelerated batches of products or for ensuring the visibility of individual products during their launch. The package is available for purchase all year round.



#### Package content

The Quick Visibility package consists of a product featured on Kespro's order channel in the Vihannestukku (Vegetable Wholesale) product carousel, as well as a presentation text and a featured product in the Tuorevalikoima (Fresh Produce) newsletter (max 40 characters).

The newsletter reaches more than 2,000 verified fresh produce buyers.

#### 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 with the Kespro product manager about the product and message you want to use in the Vihannestukku carousel.
2. When an agreement on the actions and the date has been made, 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.

#### Material instructions

**Text content** should be submitted by email to the contact person. Kespro's content creation team will edit the text.

Introduction text: the text for the Tuorevalikoima newsletter can be max 40 characters. Kespro's content creation team will edit the text, or they can format the text without any text from you.

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.

**Images** should be submitted as email attachments in jpg format.

The minimum **image size** is 72/1000 x 1500 px, in RGB profile, horizontal images.

#### Contact details for any additional questions

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