

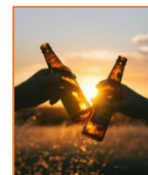
Special edition beers

An outstanding opportunity customized for Kespro's Special Edition Beer Suppliers – including customer-oriented and multichannel digital marketing!

During the year, a total of 12 beer suppliers and their range of special edition beers have the opportunity to gain valuable visibility during the month (*1 supplier and 1 special edition beer per month*).

Package includes:

- An article published on Kespro.com: Special Edition Beer of the Month (article produced by Kespro's content production team)
- Post on Kespro's social media channels (Facebook & Instagram) based on the article
- Product visibility on Kespro's Kespronet e-commerce site
- Banner on Kespro's digital Alcohol Newsletter
- Impression on the ad-screens of Kespro's Cash and Carry Outlets
- Add-on to the Kespro's Cash and Carry Outlets selection



All content is produced by Kespro's content production team. The content is made 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 cooperation label.

Content that matches your goals

Once you have booked the special edition beer digital marketing package, we will start planning the content. We will ensure your goals together either by e-mail or in a joint meeting, which will also include Kespro's product manager and the content producer. A creative planning meeting organized by Kespro is about 2 months before the campaign.

Material and instructions

Please provide us the materials for marketing actions at least 1 month before the agreed campaign month:

- Information about the product selected for the campaign
- Accurate characterization and description of the product and the brewery
- A printable (300 dpi) embossed product image of the product
- Other printable pictures (e.g. from a brewery or beer + food pictures) for illustrating the story. The size of the images should be at least 72 dpi / 1000 x 1500 px, in RGB profile and as landscape images.
- The content in text format should be delivered by email to your contact person either in doc, docx or txt format.

Any questions? Please contact us, we are happy to help.

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