

Kespro's



# Tableware theme campaign

Kespro launches a unique Tableware & Kitchen Utensils Theme Campaign five times a year during 2023. Suppliers can gain multichannel visibility in Kespro's digital channels and in the order channels – all extremely relevant in the customer's path to purchase.

The theme campaign is built around the products that fit Kespro's theme and are selected by the participating suppliers. The content is made from a perspective that appeals to the target group and in a style that supports the supplier's goals. The theme campaign and all related actions are implemented by Kespro's content production team. The contents are marked with the commercial cooperation label.

A total of 5 suppliers can participate in one theme campaign. Each supplier has the opportunity to choose 1–5 products to be featured in the theme campaign.

The campaign includes an article introducing the products (Kespro.com), social media publications (Kespro Instagram and Facebook) and products are highlighted on the Astiatukku page of the Kespronet ordering channel.

## Themes for the year 2023

## Send all product information to Kespro latest

COOKING (February)	1.12.2022
GET READY FOR THE FESTIVE SEASON (March)	9.1.2023
SOLUTIONS FOR THE TERRACE SEASON (April)	1.2.2023
GET READY FOR THE HOLIDAY SEASON (September)	3.7.2023
TRENDS AND INSPIRATION FOR THE WINTER SEASON (October)	1.8.2023

## Content that matches your goals

Once your place is reserved, we 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.

## Material instruction

Send information about the products included in the theme campaign (1–5 pcs) to Kespro's product manager [henna.lehmus@kesko.fi](mailto:henna.lehmus@kesko.fi) and content producer [ulla.telama@kesko.fi](mailto:ulla.telama@kesko.fi).

Message title: Tableware theme campaign here the name of the theme campaign + the name of your own company/brand

The content in text format need to be delivered by e-mail to your contact person in either doc, docx or txt format. The pictures need to be delivered as an e-mail attachment in jpg format. The size of the images is at least 72 dpi / 1000 x 1500 px, in RGB profile and as landscape images.

Also please deliver for each included product:

- the full brand name of the product
- EAN code of the product
- possible value-adding information about the product, its usability, manufacturing or similar
- product and feeling images and possible brochures

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

Henna Lehmus, product manager household goods

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