

Prosentti

MEDIA CARD 2021

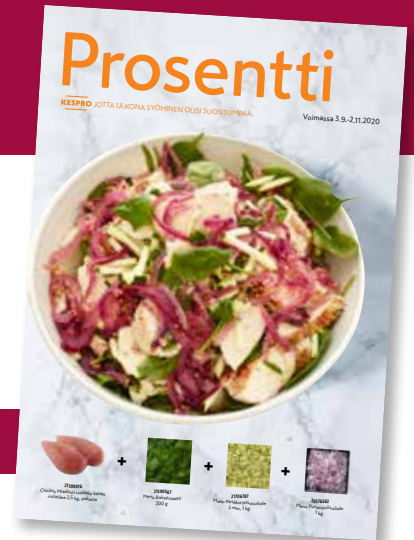
Campaign publication for Kespro's customers

IMPORTANT FOR KESPRO:

We expect our partners to respect the work phases and schedules of the campaign process.

NOTE: The information about the campaign products to be included in the publication, advertising material and images must be delivered in accordance with the instructions and schedule. We do not accept material that arrives late.

We charge for marketing measures that have been agreed upon but not implemented in accordance with the agreement.



Schedule

NO 1

CAMPAIGN VALID: 7.1.-1.3.2021

CAMPAIGN PURCHASE PRICE VALID: 29.12.2020-1.3.2021

Campaign product promotions to product manager 4.11.2020

Advertising material / product images 18.11.2020

Publication date 4.1.2021

NO 2

CAMPAIGN VALID: 2.3.-3.5.2021

CAMPAIGN PURCHASE PRICE VALID: 24.2.-3.5.2021

Campaign product promotions to product manager 4.1.2021

Advertising material / product images 18.1.2021

Publication date 26.2.2021

NO 3

CAMPAIGN VALID: 4.5.-31.8.2021

CAMPAIGN PURCHASE PRICE VALID: 27.4.-31.8.2021

Campaign product promotions to product manager 19.2.2021

Advertising material / product images 9.3.2021

Publication date 30.4.2021

NO 4

CAMPAIGN VALID: 1.9.-2.11.2021

CAMPAIGN PURCHASE PRICE VALID: 25.8.-2.11.2021

Campaign product promotions to product manager 15.6.2021

Advertising material / product images 27.7.2021

Publication date 30.8.2021

NO 5

CAMPAIGN VALID: 3.11.2021-6.1.2022

CAMPAIGN PURCHASE PRICE VALID: 27.10.2021-3.1.2022

Campaign product promotions to product manager 2.9.2021

Advertising material / product images 17.9.2021

Publication date 1.11.2021

Material instructions

• CAMPAIGN PRODUCTS

The information concerning campaign products must be sent in accordance with the schedule to Kespro's product manager.

Email: firstname.lastname@kesko.fi

• PRODUCT IMAGES FOR THE CAMPAIGN BOXES

Technical requirements:

Resolution 300 dpi, Eps / tiff / jpg format CMYK images:

ISOcoated_v2_300_eci.icc

Width of the image is about 8 cm.

Images should communicate quality and deliciousness, as well as awakening interest in HoReCa professionals.

Delivery of images to the following address: kespro.aineistot.fi/prosentti

Mainostoimisto M1 / kespro@m1.fi

You can also send a link for credentials for an image bank.

• ADVERTISING MATERIAL A4 (1/1)

297 x 210 mm + 5 mm trimming allowance / 300 dpi / CMYK colour

CMYK images: ISOcoated_v2_300_eci.icc

Print-ready material as a PDF file.

Delivery of images to the following address: kespro.aineistot.fi/prosentti

Mainostoimisto M1 / kespro@m1.fi

Kespro's contact person:

Marketing Planner Päivi Nykopp

paivi.nykopp@kesko.fi

Printing: Print house PunaMusta Oy

Material instructions: www.punamusta.com

KESPRO

Prosentti

Ideat & Inspiraatiot

In the Ideat & inspiraatio section, we would like to receive content from our partners for responsibility marketing, seasonal marketing as well as for food and beverage themes.

PROSENTTI ISSUE 1

Responsibility marketing

Small-scale producers

Food and beverages theme:
Lunch

Lunch restaurant's challenge: Refreshing the Menu considering the various types of lunch. In the early part of the year, healthiness and lightness are emphasised. We hope to receive trendy and inspiring solutions for lunch offering for the period 1-2.

PROSENTTI ISSUE 2

Responsibility marketing

Product safety

Food and beverages theme:
Free from

Our customers have had a big challenge: To find free from products for the growing demand. The publication facilitates menu-planning for our customers and streamlines everyday work.

PROSENTTI ISSUE 3

Responsibility marketing

Environment

Food and beverages theme:
Casual dining

A restaurant's challenge: Where to find ingredients and solutions for summer's trendiest meals? How to prepare easy, quick, product safe and tasty food?

PROSENTTI ISSUE 4

Responsibility marketing

Food wastage

Food and beverages theme:
Christmas

A restaurant's challenge: How to be prepared in good time for the coming festive period? Our customers want to view the Christmas and festive period range, together with prices, already at the beginning of September.

PROSENTTI ISSUE 5

Food and beverages theme:
Produced in Finland

We help our customer: Finnish products and ingredients – valuing the home country is a continuously increasing trend. Locality and transparency make an impact on today's restaurant customer.

Ideat & inspiraatiot



OPTIONS

¼ - page

½ - page

MATERIAL INSTRUCTIONS

FINISHED MATERIAL

1/4 page: 91x112 mm

1/2 page landscape: 186x112 mm

1/2 page portrait: 92x232 mm

Print-ready material as a PDF file, no bleeds

CMYK images: ISOcoated_v2_300_eci.icc,

Resolution 300 dpi

Delivery address:

kespro.aineistot.fi/prosentti

Printing: Print house PunaMusta Oy

Material instructions: www.punamusta.com