

Visibility quickly; vegetables & fruits

Need to Get attention for your product or product batch Right Now?

The Quick Visibility marketing package enables suppliers to have multi-channel visibility on Kespro's digital channels in an agile and fast schedule. The package is especially suitable for product batches that are in danger to not being sold, or for ensuring the launch of a new product on market. This package is available for purchase all year round, just contact us.

The visibility quickly package consists of an advertising text on Kespronet's wholesale page, product highlighted in the product carousel on the wholesale ordering channel page, and an advertising space in the price list of the fresh produce newsletter. The newsletter reaches more than 2,000 verified buyers of fresh produce, for whom the newsletter with access to weekly pricelists is a tool for daily planning.

Reservations

Reserve your content or advertising space from Kespro's product manager (firstname.surname@kesko.fi). By contacting us, you will also receive information about available publication dates. Please note that there are a limited number of dates available. Book your place in time, but no later than 2 months before the start of the campaign period.

Content That Matches Your Goals

Once your content slot is booked, we start planning the content. We will ensure your goals together either by e-mail or at a meeting together with Kespro's product manager and the content producer. Once the guidelines have been agreed, we will make a content proposal, which you will get by e-mail at least a week before the agreed publication date.

Material Instructions

Any content in text format we kindly ask you to deliver by e-mail to your contact person. Also, if you can provide information about the product(s) (E.g. unique buying reasons, seasons etc.). Any available pictures we would like to receive delivered as an e-mail attachment in jpg format. The size of the images should be at least 72 dpi / 1000 x 1500 px, in RGB profile and as landscape form.

Any questions? Contact us, we will be happy to help!

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