

Kespro's Alcohol newsletter (digital)

Appear directly on the buyer's screen

The Digital Alcohol newsletter sent to Kespro's alcohol-licensed customers in the first week of every month will delight recipients in 2023 as well. The newsletters are wished to include products from the categories of wines, spirits, beers and mixers that fit the themes. For the year 2023, already familiar announcement places are available, and the themes for the 2023 letters have also been thought out in advance.

Schedule and themes for 2023

Please note all content required for the letter (e.g. text, artwork, product information) must be provided by the vendor according to the given instructions and the agreed schedule latest by the 15th of the previous month or the nearest weekday at the latest. Any delayed content will not be accepted. The vendor will be charged according to the agreement for agreed, yet unrealized marketing operations due to the vendor.

MONTH	THEME	RELEASE WEEK	CONTENT DL
January	Warm drinks for the winter season (also strong	week 1	to 15.12.2022
February	Responsible choices	week 5	pe 13.1.2023
March	Low-Alcohol & Alcohol-Free Drinks	week 9	ke 15.2.2023
April	The Best Wines & Beers for Summer	week 14	ke 15.3.2023
May	Choose Colour – Terrace Season Trends for Summer 2023	week 18	pe 14.4.2023
June	Beverages for Crawfish Season	week 22	ma 15.5.2023
July	Beverages for Pizza, Pasta & Burgers	week 27	to 15.6.2023
August	Game wines and autumn seasonal drinks	week 31	pe 14.7.2023
September	Autumn novelties	week 35	ti 15.8.2023
October	Winter season reds and other seasonal drinks	week 40	pe 15.9.2023
November	Sparkling wines and champagnes	week 44	pe 13.10.2023
December	The Best of 2023 & the trends of the coming year	week 48	ke 15.11.2023

Reservations

Reserve your content spot from Kespro's Product Manager responsible for the product category in question (forename.surname@kesko.fi).



Material instruction

The banner of the Content/ Video content can be a static image or contain a link to a youtube or related video.

The content in text format should be delivered by e-mail either in doc, docx or txt format.

The pictures should be delivered as an e-mail attachment in jpg format. The size of the images should be at least 72 dpi in the RGB profile. A possible video link must be submitted in the same email as the other material.

Pictorial product pickup is carried out based on the product image and product information found in Synkka Media / Kespro's media bank. There is no need to submit any other material than information about which product you want to pick up.

When submitting the materials, please put a message in the subject field for information:

Content of the alcohol letter / Agreed date of the letter (month) / Name of the company

Delivery: kespro.digiaineisto@kesko.fi

HEAD BANNER is selected according to the monthly theme

CONTENT, including possible video links, is positioned in the center of the letter.

BANNER: jpeg, RGB, min. 72dpi, width 600px, height 200-300px

HEADING: Short text, max. 2 lines + max. 40-80 characters (including spaces)

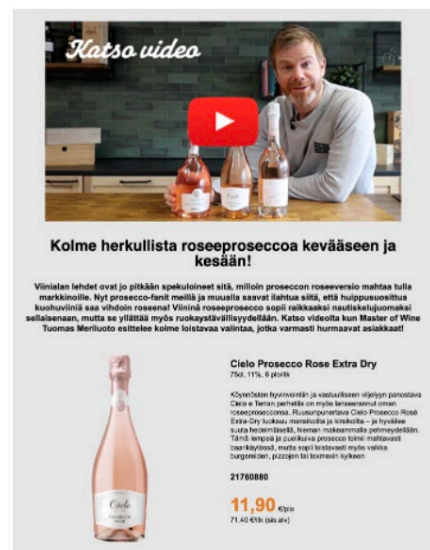
TEXT: 500-1000 characters (including spaces)

PRODUCT INFORMATION: Text max. 450 characters

PRODUCT IMAGE: jpeg, RGB, min. 72dpi, 280-280px

PRODUCT HIGHLIGHT:

Image: jpeg, RGB, min. 72dpi, 280-280px

Product details: Text max. 450 characters

Corona Extra
4.6%, 0.35g, 24 pkts

Meisikossa syntymät ja rannalla kasvatettu Corona on täydellinen isä elämän yksinkertaisiin nautintoihin. Kullainen väri, kevyt viikatekoinen maku, lämmin kirsikkamainen pultti, kruunauksella suola pureskeltava lima. Kun eläminen on helppoa, eläköön Corona.

20856599

2,23 Erpö
53,51 €Stk (inkl. MwSt.)

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

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KESPRO