

UUTUUSPAKETTI

MEDIA CARD 2025

Digital visibility for novelty products

Two-week intensive period guarantees wide visibility on Kespro's premier digital channels.

Instructions

The process is negotiated in agreement with Kespro's Product Manager responsible for the product category in question. Contact information: forename.surname@kesko.fi

Product placements of the novelty package are published in two-week periods. Kindly inform the product and the desired time period to Kespro's Product Manager no later than 1 month before the start of the activity

Kespro's product image and product information are used for product placements. Product images must be stored in Synkka Media or Kesko's K DAM image bank.

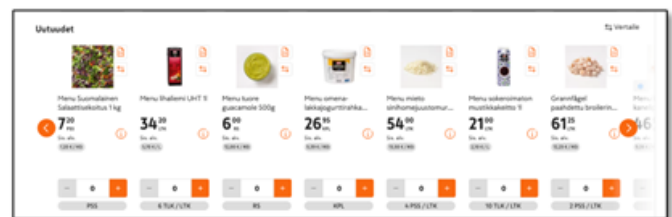
The product featured in the activity must be in Kespro's selection. In addition, the product must have a high-quality, in-depth product image. If desired, the partner can provide a logo for Facebook Ad.

Material delivery: kespro.digiaineisto@kesko.fi

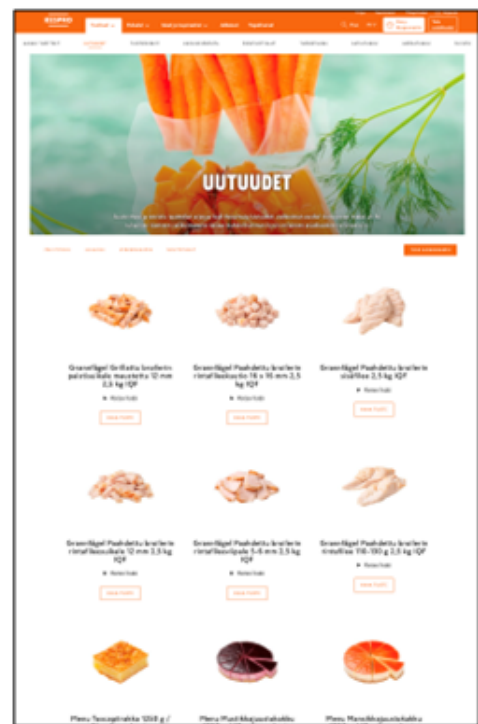
Contact person

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1. Carousel placement on the front page of Kespro.net



2. Product placement on Kespro.com Novelties page



3. Carousel placement on a social media Ad (Facebook/Instagram)



KESPRO