

# Multichannel Premium Package

*Multichannel Premium Package is a combination of inspirational and tactical content from selected partners – the goal is to support themes which aid business growth and customer engagement.*

### IMPORTANT VALUES FOR KESPRO:

At Kespro, we value expertise and quality in all our marketing communications activities targeted at food service wholesalers. Thus, poor quality content or content against our principles may not be published.

### NB:

Content required for the articles (e.g. text, artwork, product information) must be provided by the vendor according to the agreed schedule with Kespro.

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.

### Schedule & Instructions

The process is negotiated in agreement with Kespro's Product Manager responsible for the product category in question. Additionally, the package is compiled in collaboration with Kespro's Marketing Department.

The schedule is synchronized with the publication schedule of Menu Magazine. A creative planning meeting concerning the selected operations as well as the overall schedule is organized by Kespro two months before the publication.

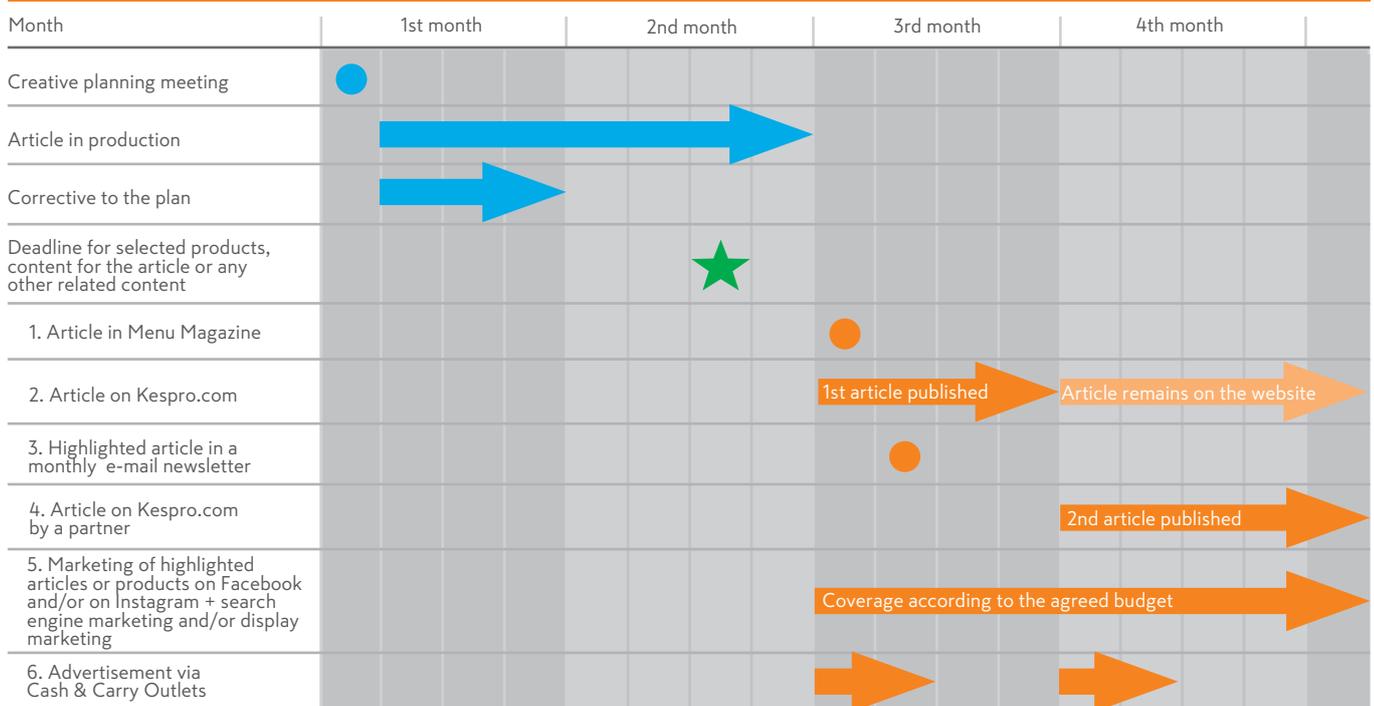
Articles in Menu Magazine and on Kespro.com are published during a same month.

Invoicing takes place after Menu Magazine is published.

### Contact information:

forename.surname@kesko.fi

### Approximate schedule



- Kespro & Partner
- Partner
- Kespro



# Content instructions

- 1. Article in Menu Magazine by Kespro's journalist**
  - Kespro's journalist will produce the content in whole, except the partner will provide artwork and images.
- 2. Article in Menu Magazine / Digitized to Kespro.com**
  - If needed, Kespro will adjust the content suitable for online publication.
- 3. Article in Menu Magazine / Digitized to the monthly "Kuulumisia Kesprosta" e-mail newsletter**
  - Kespro produces an introduction chapter and artwork.
- 4. Article on Kespro.com by a partner**
  - The partner is responsible for providing content according to the instructions given in the media card.
- 5. Marketing of highlighted articles or products on Facebook and/or on Instagram + search engine marketing and/or display marketing**
  - Required materials will be agreed during the creative planning meeting with Kespro.
- 6. Advertisement via Wholesale store displays or Kespronet**
  - See the specific media cards for further instructions.

**Menu Magazine**

**Kespro.com**

**Instagram**

**Facebook**

**Kespro.com**

**E-mail Marketing**

**Kespronet + Wholesale store displays**