

# Multichannel Seasonal Campaign

## MEDIACARD 2026

### Content

Multichannel Seasonal Campaign contains:

- Product placement on the front page of Kespro's online store, in the Seasonal Campaign product carousel
- Placement in the seasonal theme article on the Kespro.com website
- A price campaign valid during the selected season
- In addition, during each season, Kespro commits to promoting the elements included in the Service and driving traffic from its social media channels and newsletters to the campaign components—namely, the Seasonal Campaign product carousel on Kespro's online store and the seasonal theme article on the Kespro.com website.

### Materials

#### 1. Product placement in Kespro's Seasonal Campaign product carousel

Product image (stored in Synkka Media or Kesko's K DAM image bank)

#### 2. Placement in the seasonal theme article on the Kespro.com website

The Partner must provide the product to be marketed in the Service, along with identifying product details, to Kespro's content production team two (2) months prior to the start of the campaign.



### Contacts

Product selection and contracts:

Product Manager ([firstname.lastname@kesko.fi](mailto:firstname.lastname@kesko.fi))

Service Production

Carousel production: [Jani Lampinen \(jani.lampinen@kesko.fi\)](mailto:jani.lampinen@kesko.fi)

Article production: [Content team \(anssi.nurminen@kesko.fi\)](mailto:anssi.nurminen@kesko.fi)

Material delivery: [kespro.digiaineisto@kesko.fi](mailto:kespro.digiaineisto@kesko.fi)

# Multichannel Seasonal Campaign

The Multichannel Seasonal Campaign (hereinafter referred to as the “Service”) is a marketing campaign executed across Kespro’s channels, designed for product marketing by the supplier purchasing the Service (hereinafter referred to as the “Partner”).

## Service Features

The Service includes a product placement in the seasonal campaign carousel on Kespro’s online store front page, a placement in the selected season’s theme article on the Kespro.com website, and a price campaign valid during the selected season.

The campaign timing can be selected from six (6) different seasons. The seasons and their timeframes are defined based on Kespro’s online store sales and search data. These seasons and their validity periods are listed in the section “Seasonal Campaign Seasons and Validity Periods.” The selected season is confirmed in the marketing agreement.

During each season, Kespro commits to promoting and driving traffic from its social media channels and newsletters to the campaign elements included in the Service—namely, the seasonal campaign carousel on Kespro’s online store and the seasonal theme article on Kespro.com. The specific social media channels, newsletters, marketing actions, formats, and timing for each season are determined by Kespro.

## Content of the Service provided by Kespro to the Partner

The Service includes:

1. Product placement in the seasonal campaign carousel on the front page of Kespro’s online store during the selected season. This includes:
  - Product image
  - Product name
  - Sales unit
  - EAN code
  - SAP code
  - Price valid during the campaign period

The price format is selected at the time of ordering and may be:

- a) A campaign price determined by Kespro
- b) The customer-specific price valid at the time of the campaign
- c) A percentage-based campaign price (only available for the “Year-End Festive Season”)

2. Placement in the seasonal theme article on Kespro.com, which includes:
  - Inspirational seasonal content
  - Product tips
  - Product links directing to either the Partner’s brand page or product search results on Kespro.com

3. Seasonal price campaign valid for Kespro’s private HoReCa sales channel customers.  
Kespro is responsible for the final pricing of the product to customers.

## Service Execution Terms

- The Partner is responsible for selecting the product to be advertised.
- The product must be:
  - Included in Kespro's assortment
  - Available for sale and delivery until the end of the campaign
- Kespro must approve the selected product.
- The Partner must provide accurate and up-to-date product information.
- Product information must be submitted to Kespro's product manager according to the Service schedule. The Service schedule is specified under the section Seasonal Campaign Periods

## Seasonal Campaign Periods

### Easter

Campaign valid	2.3. - 5.4.2026
Campaign purchase price valid	23.2. - 5.4.2026
Campaign product offers to the product manager	1.2.2026

### May Day (Vappu)

Campaign valid	2.4. - 1.5.2026
Campaign purchase price valid	26.3. - 1.5.2026
Campaign product offers to the product manager	16.1.2026

### Lovely Summer

Campaign valid	11.5. - 15.6.2026
Campaign purchase price valid	4.5. - 15.6.2026
Campaign product offers to the product manager	6.3.2026

### Back to Routine

Campaign valid	12.8. - 16.9.2026
Campaign purchase price valid	5.8. - 16.9.2026
Campaign product offers to the product manager	5.6.2026

### Oktoberfest

Campaign valid	22.8. - 26.9.2026
Campaign purchase price valid	15.8. - 26.9.2026
Campaign product offers to the product manager	12.6.2026

### Year-End Festive Season

Campaign valid	3.11. - 1.12.2026
Campaign purchase price valid	27.10. - 1.12.2026
Campaign product offers to the product manager	28.8.2026