

Multichannel Seasonal Campaign

MEDIACARD 2027

Content

Multichannel Seasonal Campaign contains:

- Product placement on the front page of Kespro's online store, in the Seasonal Campaign product carousel
- Product highlight in the product carousel on the seasonal page of Kespro's webstore
- 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 notify Kespro's Product Manager of the product to be marketed in the Service and the product's identifying information. The validity and material schedule of each seasonal campaign can be found at the end of the media card.

Contacts

Product selection and contracts:

Product Manager (firstname.lastname@kesko.fi)

Service Production

Carousel production: ville.pesonen@kesko.fi

Article production: anssi.nurminen@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	1.3. - 28.3.2027
Campaign purchase price valid	22.2. - 28.3.2027
Campaign product offers to the product manager	22.1.2027

May Day (Vappu)

Campaign valid	1.4. - 30.4.2027
Campaign purchase price valid	25.3. - 30.4.2027
Campaign product offers to the product manager	26.2.2027

Lovely Summer

Campaign valid	10.5. - 6.6.2027
Campaign purchase price valid	3.5. - 6.6.2027
Campaign product offers to the product manager	2.4.2027

Back to Routine

Campaign valid	16.8. - 12.9.2027
Campaign purchase price valid	9.8. - 12.9.2027
Campaign product offers to the product manager	4.6.2027

Year-End Festive Season

Campaign valid	8.11. - 5.12.2027
Campaign purchase price valid	1.11 - 5.12.2027
Campaign product offers to the product manager	27.8.2027