

# Cash & Carry Displays

## MEDIA CARD 2026

Thirteen of Kespro's stores have LCD screens for advertising. Each store has at least two 49-inch screens, one near the entrance/tasting point and the other in the cashier/cafe area. The screens are placed in the best possible locations from a sales perspective. The screens can play impressive HD-level still or video images, but sound is not used.



### Animated product highlight

Kespro produces a 10-second video of the product requested by the partner. The product name and GTIN code must be submitted to Kespro's product manager no later than 1 month before the start of the operation.

The product image, product information and current price used in Kespro's online store will be used for the product highlight

The partner is responsible for the accuracy of the product image used. The product image can be updated in Kespro's services via Synkka Media or the K DAM media bank.



### Brand video

- Supported video formats: MPEG-2, MPEG-4, MPEG-4 AVC / H.264.
- Full HD -resolution (1920\*1080px)
- Maximum lenght: 30 seconds

The videos may have sound, but it will not be played on the screens. The video will be delivered as a file to Kespro Marketing according to the schedule. A video link alone is not enough. -Delivery of a large file via a file sharing service (WeTransfer, DropBox, etc.).

The video material must be delivered to Kespro Marketing no later than 1 month before the start of the procedure. Video delivery address: [kespro.digiaineisto@kesko.fi](mailto:kespro.digiaineisto@kesko.fi)

Kespro Contact Person:  
Jani Lampinen  
[jani.lampinen@kesko.fi](mailto:jani.lampinen@kesko.fi)  
puh. +358 50 381 3442

**KESPRO**