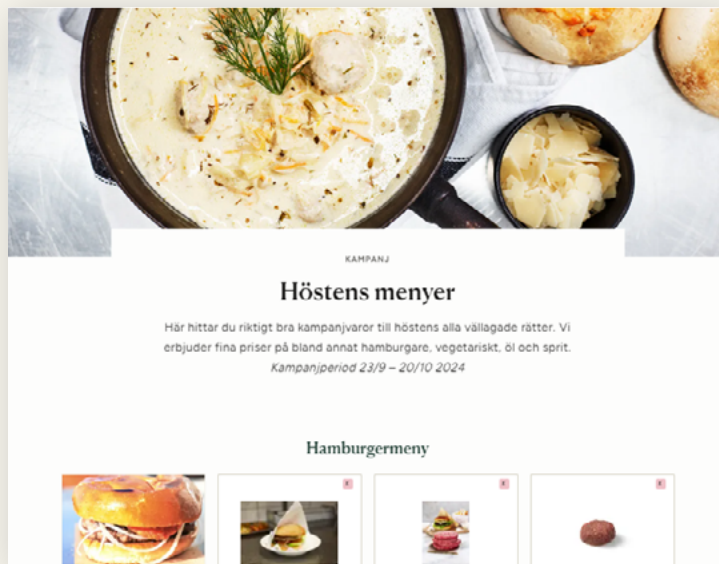




Themed campaigns 2026

Publication schedule

Digital advertising is a perfect way for you as a supplier to quickly reach Martin & Servera's customers – including private, chain, and public sector customers. You reach customers at the moment of purchase, with great opportunities to influence their choices and drive additional sales. Themed campaigns are a simple and inspiring way to reach the customer directly in our e-commerce platform.

This way of packaging ads can be compared to a digital "magazine", with clear themes and inspiring content, as well as the possibility to target communication towards different audiences. We guide the visitor into our e-commerce through various channels and entry points, and keep them engaged in the buying environment for longer periods.

For each campaign period, there are predetermined themes, set according to a campaign plan (see p. 2), in which your product is featured. Every theme is created based on analysis of our customers' behaviour, purchasing history, preferences, and the seasons.

Important information regarding product information

To advertise digitally with us at www.martinservera.se, your advertised product must have an updated and correct image as well as a persuasive product description in our e-commerce. Read more here:

<https://www.martinservera.se/in-english/supplier-to-martin-servera/information-about-the-gs1-standard>

If your product does not have a product image and a selling text before the campaign starts, your article will not be marketed in a themed campaign.

Contact

Questions regarding promotional products, pricing or similar matters, please contact the category & purchase department, reach out to your coordinator.

Theme and deadlines

Campaign period	Theme	Campaign proposal supplier
January w. 1-6 (29/12 - 8/2)	Winter season Warming lunch Focus on health Sustainable	11/11-25
February w. 7-10 (9/2 - 8/3)	Vegetarian, vegan & alternative proteins Winter season The bar Trending Brunch	16/12-25
March w. 11-14 (9/3 - 5/4)	Outdoor seating Bread, baked goods, desserts & sweets Sustainable Lunch	20/1
April w. 15-18 (6/4 - 3/5)	Ice cream in all its forms Lunch Trending Take away Restaurant equipment & Non food	17/2
May w. 19-22 (4/5 - 31/5)	International influences Brunch Sustainable Buffet & catering Summer	17/3
June w. 23-26 (1/6 - 28/6)	Summer Vegetarian, vegan & alternative proteins Grilled dishes & sides Trending	14/4
July w. 27-30 (29/6 - 26/7)	Summer The bar Take away Sustainable	7/5
August w. 31-34 (27/7 - 23/8)	Back to school Shellfish season In season Outdoor seating	3/6
September w. 35-38 (24/8 - 20/9)	Brunch Sustainable International influences Lunch	9/6
October w. 39-42 (21/9 - 18/10)	Vegetarian, vegan & alternative proteins Christmas International influences Trending Buffet & catering	11/8
November w. 43-46 (19/10 - 15/11)	Christmas Sustainable Festivities of winter Charcuterie & sides Warming lunch	1/9
December w. 47-52 (16/11 - 27/12)	Christmas Trending Sweets & desserts	29/9