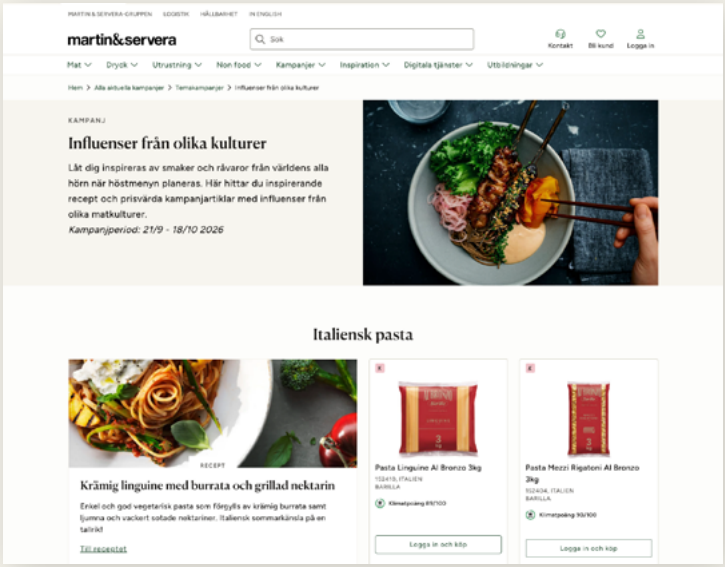


Themed campaigns 2027

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 (4/1 - 14/2)	Winter season | Focus on health Warming lunch | Climate-conscious choice	17/11 -26
February w. 7-10 (15/2 - 14/3)	Vegetarian, vegan & alternative proteins Winter season | Brunch | Trending | Warming lunch	15/12 -26
March w. 11-14 (15/3 - 11/4)	Outdoor seating | Bread, baked goods, desserts & sweets Climate-conscious choice | Lunch	26/1
April w. 15-18 (12/4 - 9/5)	Ice Cream in all its forms | Outdoor seating | Trending Take away | School kitchen	23/2
May w. 19-22 (10/5 - 6/6)	Summer | International influences | Brunch Climate-conscious choice | Buffet & catering	16/3
June w. 23-26 (7/6 - 4/7)	Summer | Vegetarian, vegan & alternative proteins Grilled dishes & sides | Trending | Ice cream & sweets	20/4
July w. 27-30 (5/7 - 1/8)	Summer | Bar and all related to it | Takeaway Climate-conscious choice	13/5
August w. 31-34 (2/8 - 29/8)	Back to school | Shellfish season Trending | Outdoor seating	9/6
September w. 35-38 (30/8 - 26/9)	Brunch | Climate-conscious choice International influences | Lunch	15/6
October w. 39-42 (27/9 - 24/10)	Vegetarian, vegan & alternative proteins | Christmas Lunch | Trending | Buffet & catering	17/8
November w. 43-46 (25/10 - 21/11)	Christmas | Charcuterie & sides Warming lunch | Climate-conscious choice	7/9
December w. 47-52 (22/11 - 2/1)	Christmas | Trending Sweets & desserts	5/10