

Scottish Grocer feature synopsis

March 2018 edition

Pet food feature

Editorial contact for this feature is

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Deadline for editorial submission **Monday 29 January, 2018**

- *We're keen to have opinions, thoughts and predictions on the following topical issues as well as general market information (for example market share, market trends and details of brand activity)*
- *It's always very useful to receive images – 300 dpi if possible. Good images include product shots, pictures of people quoted in the copy, and pictures of advertising and marketing activity*
- *And please feel free to provide anything else you think is relevant*

General market trends and influences:

What do you see as key trends in the current pet food and pet care market, especially those that are likely to affect the convenience retailing channel?

Innovation:

What do you see as some of the most important innovations generally in pet food? Have you been involved in innovations, product launches or developments and/or packaging developments in the last year? Do you have any developments planned for the coming year?

Marketing and promotional activity:

Have you been involved in advertising or other consumer marketing activity and promotions on your pet food and pet care brands in the last year? Have you any such activities planned for this year? Do you feature PMPs in your range? If so, are they permanently available in PMPs or do you use PMPs more tactically? Do you always offer non-PMP options? Do you think PMPs are effective and likely to remain so on pet food and pet care.

Have you been involved in any other offers or promotions (particularly in the convenience channel)? If so, what has that been and has it proved successful? Do you produce POS materials for your pet food and pet care brands?

C-store activity and advice:

What do you see as the current position of pet food and pet care in general, and your brands and products in particular, in c-stores? What are your top c-store merchandising tips?