

# Scottish Grocer feature synopsis

May 2018 edition

## Price-marked packs feature

Editorial contact for this feature is

**Matthew Lynas** [matthew.lynas@peeblesmedia.com](mailto:matthew.lynas@peeblesmedia.com) 0141 567 6074

Deadline for editorial submission **Monday March 26th, 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*

**Value continues to be a key driver of sales in convenience and Price-marked packs continue to be crucial to demonstrating value in Scotland's c-stores. In this feature we'll look at how the availability in PMPs is at present and ask how retailers can make the most of the packs on offer. We're also keen to hear of any interesting approaches to merchandising or link-sales you've come across. We'd welcome your views on the following:**

- **In your view, how important are PMPs to c-stores at present? What kinds of stores do particularly well out of PMPs and why do you think this is?**
- **What categories perform best when PMPs are in play? Why do you think this is the case? What role can PMPs play in pushing purchasing decision over the edge when it comes to generating impulse sales?**
- **How would you rate the availability of PMPs in your category at present? What have you been able to offer retailers in terms of PMP availability?**
- **Sales are not made on price alone. What advice would you offer to retailers who wish to make the most of their PMPs in store? What are some of the key considerations for retailers when it comes to merchandising PMPs? Should retailers consider blocking by category? By price? Brand? What do you reckon works and are there any ways a solid PMP display can drive up total basket spend?**
- **Do you have any NPD planned in the PMP space for 2018? What sort of packs do you have in the pipeline and how might these benefit retailers?**