

Scottish Grocer feature synopsis

July 2018 edition

Big night in feature

Editorial contact for this feature is

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Deadline for editorial submission **Tuesday May 29, 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*

As consumers persist in keeping a close eye on spending, a night on the couch continues to be appealing, which is good news for independent retailers. In this feature we'll ask how retailers can make the most of the big night in opportunity and ensure categories across their store shine. We would welcome your views on the following where appropriate:

- **The big night in goes from strength to strength, but how can independent retailers steal sales away from the supermarkets? How can c-store retailers use their location, square footage and independence to their advantage to become a destination shop for the big night in?**
- **What categories and formats perform best in the big night in. Sharing bags have been a hit across confectionery and snacking, why do you think this is? Are there any other pack sizes/formats retailers should be aware of?**
- **In your view, is there much scope for the introduction of more premium products to a convenience store big night in offer? How can retailers best take advantage of 'treat mentality', when consumers looking to indulge walk into their store?**
- **What can retailers do to generate the maximum amount of link-sales through their big night in offer? What categories work well together? Can you offer any merchandising tips? What are the advantages to dual siting?**
- **What steps can retailers take to better market their big night in offer? How useful can social media be in this regard? Have you witnessed any clever marketing or loyalty activity that retailers could utilise to boost their big night in performance?**