

# Scottish Grocer feature synopsis

September 2018 edition

## Back to college feature

Editorial contact for this feature is

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Deadline for editorial submission **27 July 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*

**The return of students to college and university campuses across Scotland is big business for nearby independent convenience stores, and even those without a nearby institution can pick up some spend from a well executed back to college offer. In this feature we'll look at what steps retailers can take to make the most of the new academic year. We would welcome your views on the following where appropriate:**

• **In your view, which categories are proving popular with young adults at present? Why do you think this may be? Have there been any standout categories showing strong growth that c-store retailers should consider introducing/expanding?**

• **Healthy living has been a major trend across categories in recent times, but does this hold true for young adult consumer? In your view, are young adult consumers more or less likely to view products with a health claim favourably? What are the advantages to stocking free from, protein etc. when trying to capture the young adult market?**

• **Young adults don't have the spending power of their parents, but some have suggested treat culture can still drive sales of premium products with this demographic? How important is quality/brand recognition to young adult consumers?**

• **What steps can retailers take to effectively merchandise a back to college offer? Without running foul of Scottish licensing laws, what sort of cross category promotions/merchandising do you find works best with young adult consumers?**

**• in your view, what steps can retailers take to improve marketing aimed at young adult consumers? How can retailers move beyond a standard Facebook or Twitter post to engage with this tech savvy demographic?**