

# Scottish Grocer feature synopsis

September 2018 edition

## Halloween feature

Editorial contact for this feature is

**Matthew Lynas** *matthew.lynas@peeblesmedia.com* 0141 567 6032

Deadline for editorial submission extended to **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*

**No longer just for kids, Halloween has become a time of celebration for many with plenty of party opportunities for retailers to make the most of. In this feature we'll look at the opportunities Halloween presents across various categories and ask how retailers can inject a bit of theatre into their offer to give their October figures a welcome lift. We would welcome your views on the following where appropriate:**

- **In your experience, what categories/brands perform well in the run up to Halloween? Why might this be the case?**
- **When should retailers start preparing for Halloween and at what point should activity start in store?**
- **In your view, what makes for effective Halloween merchandising? What are the advantages to a dedicated Halloween section vs. promoting the occasion within categories in store? How important is it to get in the spirit with a bit of decoration/fancy dress?**
- **How does the Halloween occasion shift the popularity of formats/pack sizes in independent stores? What effect does Halloween have on the popularity of smaller pack sizes and multibags?**
- **What promotional activities/campaigns do you have planned for Halloween? How might this drive customer engagement and aid retailers looking to grow sales this October?**