

SCOTTISH GROCER FEATURE SYNOPSIS

MAY 2019 EDITION

BIG NIGHT IN FEATURE

Editorial contact for this feature is

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Deadline for editorial submission **Friday, April 5th, 2019**

- *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*

Staying in really is the new going out, with more of us kicking back with the TV and some snacks rather than hitting the pub. Much has already been written about the 'Big Night In', but the trend shows no sign of slowing down and continues to offer valuable opportunities for c-store retailers. In this feature we will look at how they can make the most of the occasion to maximise their sales. We would welcome comments on the following:

- How popular is the big night in occasion? Has it reached peak popularity or is there still room to grow?
- How does the Big Night In change with the seasons? What are the key differences between a summer BNI than a night at home in December?
- What are the key categories that form the basis of a big night in offer? Does it tend to be focused around a 'treat' occasion or are healthier options beginning to creep in?
- How can retailers attract people shopping for a big night in? What steps can they take to link categories together? How should they merchandise the big night in?
- How should retailers promote their big night in offering? Is social media a useful tool?
- Do you have any NPD you want retailers to know about?

