

SCOTTISH GROCER FEATURE SYNOPSIS

MAY 2019 EDITION

FESTIVALS AND EVENTS

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*

T in the Park may have gone but there are still plenty of independent music festivals, events and sporting occasions to capture the imagination this summer, providing c-stores with an opportunity to cash in on the party atmosphere. In this feature we'll look at how retailers can make the most of seasonal events and ensure their store is the place to go to stock up ahead of the big day. We would welcome comments on the following:

- What are the major events this summer that you think retailers should be tapping into?
- How can retailers springboard off of brand partnerships with major events to drive sales in store? What are the benefits to stores of brands teaming up with sports or music events?
- What steps can retailers take in store to effectively highlight any seasonal or special offers with an event focus. How important is in-store theatre and what can retailers do to capture shoppers' attention?
- How important is an active social media presence to driving footfall around special events? What advice can you offer retailers who may be a little bit unsure of social media at present?
- Do you have any sponsorships/partnerships/campaigns you'd like to shout about? Any NPD you want retailers to know about?