

# SCOTTISH GROCER FEATURE SYNOPSIS

**JULY 2019 EDITION**

## **BIG NIGHT IN FEATURE**

Editorial contact for this feature is

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Deadline for editorial submission **Tuesday, May 28th, 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*

Last year's World Cup spelled good news for independent retailers, with plenty of consumers choosing to spend their summer nights relaxing (and snacking) at home. In this feature we will look at how retailers can create similar 'big night in' sales for summer 2019, welcoming comments on the following:

- 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?
- How can c-stores ensure that it is them, not supermarkets, that benefit from the big night in? How can they use their location and square footage to become a destination shop for the big night 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 can retailers promote their big night in? Is social media useful? What about POS and in-store theatre?
- Do you have any NPD you want retailers to know about?