

# SCOTTISH GROCER FEATURE SYNOPSIS

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## HALLOWEEN FEATURE

Editorial contact for this feature is

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Deadline for editorial submission **Monday, July 29th, 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 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*

Far from something to be spooked out by, Halloween is fast becoming an excellent opportunity for retailers to boost their sales. In this feature we'll look at the opportunities that Halloween can offer across different categories, and how retailers can ensure they make the most of the occasion. We would welcome your views on the following:

- What categories experience the biggest uplift from Halloween? Outside of confectionery, is there a wider opportunity to boost sales?
- When should retailers start preparing for Halloween and at what point should they start their activity in store?
- How are consumer concerns about sugar affecting Halloween? Should retailers stock reduced-sugar confectionery or is Halloween firmly a 'treat' occasion?
- How should retailers merchandise their Halloween offer? How important is it to get in the spirit with a bit of decoration/fancy dress?
- What promotional activities/campaigns do you have planned for Halloween? How might this drive customer engagement?
- Do you have any seasonal NPD that you want retailers to know about?