

# SCOTTISH GROCER FEATURE SYNOPSIS

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## PRICE-MARKED PACKS

Editorial contact for this feature is

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Deadline for editorial submission **Monday August 26<sup>th</sup>, 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*

Some retailers might have been sceptical to start with, but price-marked packs have grown to become a core component to many a successful convenience offer. In this feature, we will look at why PMPs are still important to the industry and how they can best be used in store. We would welcome comments on the following:

- What approach does your brand take to price marking? Why have you taken this approach and how does it benefit retailers?
- What does a PMP signal to customers in terms of quality and value?
- What kind of margins can retailers expect from your PMP range?
- How should retailers position and merchandise their PMPs in store? Could a section dedicated to PMPs be a good idea?
- How can retailers use their PMP range to build a bit of in-store theatre? What are the benefits to - for example - a £1 aisle or a price-marked corner?
- Do you have any new products being added to your PMP range that you want retailers to know about?