

SCOTTISH GROCER FEATURE SYNOPSIS

FEBRUARY 2020 EDITION

PMPs FEATURE

Editorial contact for this feature is

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Deadline for editorial submission **Monday January 6th, 2020**

- *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*

Value is everything to price-conscious shoppers and with consumer confidence still low, PMPs can be a valuable tool for the convenience retailer. In this feature we'll look at how retailers can make the most of price-marked packs in their store and ask brands what support they are providing in this area. We'd welcome comments on the following:

- What do you think draws shoppers to PMPs? What demographic seeks out a PMP over unmarked options?
- In your assessment, how important is it for retailers to offer PMPs in their range? How does this vary by store location/size/demographic? Do you have any data on the performance of PMPs vs. non price-marked packs?
- How can retailers use PMPs to increase basket spend in store? What ranging and merchandising advice can you offer retailer? Price-marked section? Discount aisle? How can retailers use PMPs to create a bit of in-store theatre?
- What sort of margins can PMPs offer retailers across your range and how does this compare to years gone by? Why should retailers take on PMPs rather than make their own assessment of the local market?
- Do you have any NPD you want retailers to know about?