

SCOTTISH GROCER FEATURE SYNOPSIS

August 2020

Back to School

Editorial contact for this feature is

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Deadline for editorial submission Monday 29th June

- *We're keen to have opinions, thoughts and predictions on the following topical issues as well as general market information such as 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.*

When schools return in the autumn, the classroom will be very different from before the coronavirus lockdown, but lessons will resume and pupils will need suppliers. In this feature we'll look at how retailers can make the most of Scottish schools reopening in August and we would welcome comments on the following:

- What are the key categories shopped by parents ahead of the schools returning? Where are the opportunities for convenience stores and how can retailers ensure they make the most of these?
- What are the key shopper missions around the return to school? When it comes to convenience, how important is it for stores to be set up for distress purchases?
- What approach should retailers take to ranging/merchandising a 'back to school' section?
- How can retailers effectively communicate their school offer to customers? What steps can they take to become the 'go to' shop for parents?
- Do you have any NPD/campaigns you would like to shout about?