

SCOTTISH GROCER FEATURE SYNOPSIS

September 2020

Halloween

Editorial contact for this feature is

Matthew Lynas matthew.lynas@peeblesmedia.com 0141 567 6074

Deadline for editorial submission Friday 31st July

- *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.*

Halloween 2020 may be a bit different this year, depending on what coronavirus measures are still in place come the end of October. One thing that's unlikely change, however, is love of sweet treats and Scotland's kids - and some grown-ups too - will be looking forward to celebrating the occasion. We would welcome comments on the following:

- What categories experience the biggest uplift from Halloween? What are the key trends within these categories that retailers should be aware of? Are there any Halloween trends you think retailers should be aware of?
- What are the key shopper missions around Halloween? How might this change for 2020 with respect to social distancing?
- What pack formats perform well at Halloween? What kind of packs will your brand be offering as part of its Halloween offer and why?
- What advice can you offer retailers when it comes to ranging/merchandising for Halloween? How can retailers built some in-store theatre around the occasion?
- How can retailers use their social media/events to raise their profile in the run-up to Halloween?
- Do you have any NPD/campaigns you would like to shout about?