

SCOTTISH GROCER FEATURE SYNOPSIS

October 2020

Christmas Gifting

Editorial contact for this feature is

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Deadline for editorial submission Tuesday, 1st September

- *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.*

It may feel like a long way off, but Christmas is coming and retailers will be looking ahead to what's sure to be a slightly different festive season. In this feature we'll look at how retailers can make the most of Christmas 2020.

We would welcome comments on the following:

- What seasonal releases do you have planned for Christmas 2020? What kinds of products from your portfolio perform particularly well at Christmas?
- How can convenience retailers tap into demand for Christmas gifts? What kind of shopper missions/Christmas occasions drive Christmas gift sales in convenience?
- When should convenience retailers start to introduce Christmas lines in their store? How should this ramp up as the season approaches?
- What ranging/merchandising advice can you offer retailers when it comes to Christmas gifting?
- How can retailers use their Christmas range to drive incremental sales? Multibuy deals? Bundles/hampers?
- How can retailers build some in-store theatre around Christmas?
- Do you have any NPD/campaigns you would like to shout about?