

## SCOTTISH GROCER FEATURE SYNOPSIS

November 2020

### Easter Preview

Editorial contact for this feature is

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Deadline for editorial submission Friday, 2<sup>nd</sup> October.

- *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.*

Easter has grown legs in recent years with egg hunts and Instagram stories building up the consumer side of the religious feast day far beyond the traditions of painting boiled eggs and tearing into a chocolate egg on a Sunday morning. In this feature we'll ask how retailers can ensure they're taking the right approach to all things Easter. We would welcome comments on the following:

- What can convenience retailers expect from Easter 2021? What are the main selling opportunities from the occasion for this sector? What have been some of the key trends around Easter in recent years?
- What advice can you offer on timing the roll out of Easter products in convenience? When should retailers start to introduce Easter stock and how should this ramp up as the big day approaches?
- How should convenience retailers position Easter lines in their store? What advice can you offer retailers who may be limited on space?
- What are the main shopper missions driving sales of Easter products in convenience? How can retailers make sure they're effectively tapping into these opportunities?
- How can retailers effectively communicate their Easter offer? What role can social media/in-store theatre play in boosting Easter sales?

- Do you have any NPD or campaigns that you want retailers to know about?