

SCOTTISH GROCER FEATURE SYNOPSIS

December 2020

Christmas Top Up

Editorial contact for this feature is

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Deadline for editorial submission Monday 2nd November

- *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.*

The festive period can be a frantic one and just about every shopper will have a moment when they need something in a hurry. In this feature we'll look at how convenience retailers can ensure their store is equipped to cater to the Christmas Top Up. We would welcome comments on the following:

- What categories benefit most from top-up shopping over the festive period? What SKUs are key for convenience retailers to stock up on as the festive season approaches?
- What distress purchases drive sales in convenience over the festive period? Christmas cards/gift bags/wrapping paper/stationery etc.? Other gifting SKUs? How can retailers ensure they've got the right range for the Christmas rush?
- What plans do you have for your brand over the festive period?
- How can retailers build their store's reputation as a good place to stop for last-minute Christmas essentials? How can retailers use social media/loyalty/promotional activity to drive footfall over the lucrative festive period?
- What merchandising/ranging advice can you offer retailers looking to introduce seasonal/festive lines in their store?