

SCOTTISH GROCER FEATURE SYNOPSIS

January 2021

New Year, New Fascia

Editorial contact for this feature is

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Deadline for editorial submission Friday, November 27th.

- *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.*

Scottish Grocer's annual January New Year, New Fascia feature combines our overview of the current fascia and symbol store scene with advertorial pages provided by symbol and franchise store companies explaining their offer to those retailers who may be considering moving to symbol or franchise operation or may be investigating the different options provided by the various groups.

For the editorial section of January's Fascia feature we're keen to hear fascia providers' views on the current symbol and franchise scene. There have been some big changes in the composition of the market over the last 12 months and now feels like an ideal time to take stock of just what each symbol can offer for retailers.

- On your own symbol operation, we're keen to hear your views on what makes your symbol a good choice for currently non-affiliated operators or for store owners who are comparing the offers, services and strengths of the various symbol groups?
- What marketing activity do you engage in on behalf of your fascia? How are you promoting the brand to consumers and how does this benefit retailers?
- What support have you offered retailers during the Covid-19 pandemic and what resources continue to be available to retailers as restrictions and social distancing rules carry forward into the new year?

- What do you offer in terms of range, chilled food service, delivery, promotional packages, merchandising advice etc?
- How have you improved your offer over the last 12 months, and are there any additional benefits/product lines/services retailers can expect to see in the months ahead?
- What plans do you have for 2020? What improvements can retailers expect to benefit from this year?
- What is required of the retailer who signs up to your package?
- What are your various symbol formats and fascia, who should consider each of the formats? Do you offer a symbol or franchise solution for small stores? Do you have a premium or elite version of your symbol offer?
- Do you have, or are you developing, trialling or considering a franchise option?