

## SCOTTISH GROCER FEATURE SYNOPSIS

February 2021

### PMPs

Editorial contact for this feature is

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Deadline for editorial submission Friday, January 8th.

- *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.*

Perceived value is key to success in convenience, and with economic turbulence on the horizon, price is likely to be a key consideration for many consumers in the months and years ahead. In this feature we'll look at how PMPs can help retailers to communicate value to their shoppers and drive sales in store. We'd welcome comments on the following:

- What do you think draws shoppers to PMPs? What demographic seeks out a PMP over unmarked options? How have PMPs been performing in Scottish c-stores? How important will PMPs be in the likely economic turbulence of 2021?
- In your assessment, how important is it for retailers to offer PMPs in their range? How does this vary by store location/size/demographic? Do you have any data on the performance of PMPs vs. non price-marked packs?
- How can retailers use PMPs to increase basket spend in store? What ranging and merchandising advice can you offer retailer? Price-marked section? Discount aisle? How can retailers use PMPs to create a bit of instore theatre?
- How would you assess the availability of PMPs at the moment? What PMPs do you offer across your range? What sort of margins can PMPs offer retailers across how does this compare to years gone by? Why should retailers take on PMPs rather than make their own assessment of the local market?

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