

SCOTTISH GROCER FEATURE SYNOPSIS

MAY 2021 ISSUE

BIG NIGHT IN

Editorial contact for this feature is

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Deadline for editorial submission **Monday, April 5th**

- *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 last 12 months have been all about the Big Night In as Covid-19 restrictions kept consumers home. With the prospect of restrictions easing on the horizon, in this feature we'll look at how retailers can continue to make the most of the Big Night In opportunity post-pandemic. We would welcome comments on the following:

- How has demand for big night in occasion products changed over the last year? What are the key trends that retailers should be aware of and what categories are performing well through this shopper mission? How do you think these trends will change/evolve as lockdown restrictions are eased?
- How seasonal is the big night in? Are there any events that retailers should take particular note of? What can retailers do to make themselves a destination store for consumers before they head home to enjoy a major event?
- What merchandising advice can you offer retailers to boost the performance of their big night in offer? How can retailers generate a bit of in-store theatre around the big night in? What is the value of dedicated BNI displays/sections in store?
- How can retailers use the big night in to generate link sales?
- Do you have any NPD or campaigns you would like to shout about?