

# SCOTTISH GROCER FEATURE SYNOPSIS

**MAY 2021 ISSUE**

## PRICE-MARKED PACKS

Editorial contact for this feature is

**Matthew Lynas** [matthew.lynas@peeblesmedia.com](mailto:matthew.lynas@peeblesmedia.com)

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*

With economic headwinds likely even after Covid-19 restrictions are lifted, communicating value to consumers will be as important as ever. In this feature we'll take a look at the role PMPs can play in an effective c-store offer and ask what steps brands have taken to improve their offer in this area. We would welcome comments on the following:

- How important are PMPs to c-store success at the moment? Why do you think that is? What categories in particular benefit from a strong PMP offer? How has the Covid-19 pandemic affected price-perception among consumers?
- In your view, what are the advantages to stocking PMPs in a convenience store? Why are shoppers attracted to PMPs? What effect do PMPs have on incremental/impulse sales?
- How healthy are the margins in PMPs at the moment? How does this compare to previous years? What work has your brand/firm carried out to ensure PMPs represent value to the retailer as well as the consumer?
- How should retailers site/merchandise PMPs in their store? What are some display tips you can offer? A PMP section? A discount aisle? Anything else?
- What are the key price points within PMPs? How powerful is the £1 pack? How has availability of key PMP price points been affected by 'shrinkflation'?

- Do you have any NPD or campaigns you would like to shout about?