

SCOTTISH GROCER FEATURE SYNOPSIS

August 2021

Back to School

Editorial contact for this feature is

Matthew Lynas matthew.lynas@peeblesmedia.com 0141 567 6074

Deadline for editorial submission Friday, 2nd July.

- *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.*

School kids have had a hard time of it during the pandemic, but with any luck the classroom will return to something resembling normality this autumn. In this feature we'll look at the opportunities 'back to school' provides retailers and ask how they can make the most of these? We would welcome comments on the following:

- What are the key categories shopped by parents as the schools return? Where are the opportunities for c-stores and how can retailers ensure they're making the most of these?
- What are the key shopper missions driven by the return to school? When it comes to convenience, how important is it for stores to have a selection of school supplies to cater to last-minute/distress purchases?
- What food and drink categories should retailers be focusing on as kids return to school? What opportunities does the school packed lunch bring?
- What approach should retailers take to merchandising/ranging a 'back to school' section?
- How can retailers effectively communicate their school offer to customers? What steps can they take to become the 'go to' shop for parents?
- Do you have any NPD/campaigns you would like to shout about?