

SCOTTISH GROCER FEATURE SYNOPSIS

September 2021

Halloween

Editorial contact for this feature is

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Deadline for editorial submission Friday, 30th 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.*

If the Covid-19 roadmap goes to plan, Halloween could be the first major celebration consumers are able to enjoy in a relatively normal way. In this feature we'll look at how retailers can make the most of what should hopefully be a return to nearly normal this Halloween. We would welcome comments on the following:

- What categories experience the biggest uplift from Halloween? What are the key trends within these categories that retailers should be aware of? Are there any Halloween trends you think retailers should be aware of?
- What are the key shopper missions around Halloween? Are you anticipating a return to trick-or-treating/guising this Halloween, following the pandemic pause last year? Will consumers be extra keen to celebrate occasions after more than a year of restrictions?
- What pack formats perform well at Halloween? What kind of packs will your brand be offering as part of its Halloween offer and why?
- What advice can you offer retailers when it comes to ranging/merchandising for Halloween? How can retailers built some instore theatre around the occasion?
- How can retailers use their social media/events to raise their profile in the run-up to Halloween?
- Do you have any NPD/campaigns you would like to shout about?