

SCOTTISH GROCER FEATURE SYNOPSIS

September 2021

PMP

Editorial contact for this feature is

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Deadline for editorial submission Tuesday, August 31st.

- *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.*

Price-marked packs are key to success for many Scottish c-store retailers, thanks to their ability to communicate value and generate trust. In this feature we'll ask what brands are doing to improve their PMP offer and look at what more could be done in store to boost sales. We would welcome comments on the following:

- In your view, how important is a strong price-marked offer to success in the convenience channel? What are the benefits of PMPs? Why do some consumers prefer a price-marked pack?
- What steps have you taken to improve/expand your price-marked range? What steps have you taken to ensure retailers are able to retain a decent margin when stocking price-marked packs?
- What approach should retailers take to balancing price-marked and unmarked packs in their store? What merchandising and ranging advice can you offer?
- What demographics are most attracted to a price mark? Why do you think this is the case?
- Do you have any NPD or campaigns you would like to shout about?