

SCOTTISH GROCER FEATURE SYNOPSIS

February 2022

PMPs

Editorial contact for this feature is

Callum McDade callum.mcdade@peeblesmedia.com 0141 567 6032

Deadline for editorial submission Wednesday, 5th January

- *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 cost of living is on the rise and consumers will be looking for options they perceive to offer better value. Price-marked packs are an effective means of communicating value to consumers in the convenience channel and in this feature we will look at how retailers can ensure their PMP range is working hard in store. We would welcome comments on the following:

- Why do PMPs appeal to consumers? Which demographic do PMPs appeal most to? How does this vary by store location/size/demographic? Do you have any data on the performance of PMPs vs. equivalent unmarked packs?
- Inflation is forecast for 2022, with the cost of living expected to rise for many. How important are PMPs to a c-store's offer in this context? What steps are you taking to protect retailer margins and attractive PMP price points in the context of rising costs/inflation?
- How would you assess the availability of PMPs in stores at the moment? What PMPs do you offer? Why should retailers consider your price-marked proposition over setting their own prices with unmarked stock?
- What ranging/merchandising advice do you have for retailers? A section exclusively for PMPs? Discount aisles? How can retailers use PMPs to create some in-store theatre?
- Do you have any NPD/campaigns you would like to shout out?