

## SCOTTISH GROCER FEATURE SYNOPSIS

September 2022

### Halloween

Editorial contact for this feature is

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Deadline for editorial submission, Friday 5<sup>th</sup> August

- *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.*

Halloween has the potential to boost sales across a range of categories, as consumers young and old head out for the spookiest celebration of the year. In this feature we will assess the Halloween opportunity in convenience and ask how retailers can ensure they are making the most of the autumnal occasion. We would welcome comments on the following:

- Which categories benefit the most from Halloween celebrations? What are the key Halloween trends that c-store retailers should be aware of?
- How do you think Halloween 2022 will compare to previous years? In what ways will consumers celebrate this year and how can c-store retailers ensure they've got the right offer to cater to all seasonal shopper missions?
- How can retailers build some in-store theatre around Halloween? What support can brands offer in this regard? What difference can it make to get staff on board with Halloween activities?
- What pack formats perform well during Halloween? How does this differ from the rest of the year? Will you be releasing any seasonal lines? How can retailers invest in these packs with confidence/without worrying about being left with stock in November?
- How can retailers make use of social media to help raise their store's profile during the run up to Halloween? How important is keeping an eye on social media channels to gain insights into Halloween 2022 trends?
- Do you have any NPD or campaigns you want to shout about?