

SCOTTISH GROCER FEATURE SYNOPSIS

August 2023

Back to Uni

Editorial contacts for this feature are:

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Deadline for editorial submission Wednesday 21st June

- *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.*

Whether its Freshers enjoying their first taste of freedom from home or friends coming back after a summer apart, the Back to Uni occasion presents plenty of opportunities for local c-stores. Be it for cupboard necessities or partying musts, plenty of students will be making sure that their first week back will go off with a bang. In this feature, we will look at how c-store retailers can ensure their store is a go-to stop for students and help them pick up some repeat customers there for four years. We would welcome comments on the following:

- What are the key categories that c-store retailers should be picking up on for students? Where are the opportunities for c-stores here and how can retailers ensure they're making the most of these?
- What categories tend to perform well with students? How can retailers with a decent student population in their area ensure their range caters to younger adult consumers?
- How valuable are students/young adult consumers to convenience retailers? What is the benefit to appealing to this demographic cohort?
- How important is value to students today? Do you think there has been an impact from the cost-of-living crisis? How can retailers use value as a way to build up loyalty from students and help bring more customers to their store? What opportunities will there be that retailers can use to get student customers to trade up?
- What can retailers do to cater to international students in their community? Are there benefits to stocking up on more exotic brands/cuisines? And how is demand for these products among domestic students?
- Do you have any NPD or campaigns you would like to shout about?