

## SCOTTISH GROCER FEATURE SYNOPSIS

May 2025

### Loyalty Schemes

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Deadline for editorial submission Wednesday 26<sup>th</sup> March

- *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.*

Concerns over rising energy bills and a worrying increase for inflation could impact on shoppers' budgets in the months to come. However, introducing a loyalty scheme in a store could help incentivise shoppers to make more frequent visits, providing a boost for footfall and more regular sales in the process. In this feature, we will examine the different kinds of loyalty schemes available to convenience store retailers and how they can benefit store sales. We would welcome comments on the following:

- What kind of loyalty schemes do you offer for convenience store owners? What evidence do you have that it can help increase sales/footfall across the store?
- How can retailers introduce loyalty schemes to their customers? Should this be done via a particular purchase from the shopper? How can a retailer draw attention to the scheme across their store?
- Do you offer any incentives to encourage retailers to introduce your service to their stores?
- What kind of rewards do you offer for consumers (unique offers, reduced prices, points, etc)?
- How has your loyalty scheme embraced the digital age of convenience retail? How do you use this to directly engage with users?
- Do you have any campaigns or developments in your service that you would like to shout out about?