

l'œil

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in depth study of new
consumption trends

by L'Observatoire Cetelem

www.observatoirecetelem.com

The line between influencer and salesperson is a fine one.

Social media should not be reduced to a tool for boosting reputations and creating a buzz. It can also be effective for selling.

 Patricia B. / L'Observatoire Cetelem

Seen on social media

When Adidas launched Glitch, its latest football boot featuring interchangeable skins and an exclusive design, the brand followed a unique approach founded on rarity and a network of local influencers. Indeed, in order to acquire the boots, buyers had to retrieve a code from one of around 30 Instagrammers and YouTubers from the Parisian football scene, via the dedicated Glitch mobile app. Each influencer had 10 codes to give out and new buyers were given 10 codes of their own to share, thus creating a viral distribution network. Buyers could then download an app to customise their chosen model, order it and take delivery within four hours.



What to think of it?

While it may seem like a gimmick, the campaign Adidas devised to launch its Glitch model is, upon closer examination, as innovative as it is inspiring. It proves, first of all, **that it is not always necessary to have points of sale or even an e-commerce site to sell a product**. Better still, **it demonstrates that consumers can be persuaded to make a purchase without even having touched a product or tried it out**. The opinion of peers on social media is as good as a fool proof recommendation to some and is often enough to ward off the risk of disappointment. This is partly because the influencers in question are not professionals (who tend to be viewed as having a vested interest in brands), but enthusiasts and members of local clubs who see the campaign as creating a **sense of exclusivity** and bringing footballers in the area together through sharing. **In this case, individual storytelling supersedes that of the brand**. But the latter will not hesitate to take full advantage of a whole range of information this will generate about the attitudes and behaviours of its target market, which is the great strength of the “influencer/media/spokesperson/seller” concept.

The brand as a territory across which consumers can travel.



Now that all car makers seem convinced of the need to think in terms of mobility rather than vehicle ownership to define themselves, some are starting to imagine what this shift could actually mean.

www.porschepassport.com

Seen in Atlanta

Since last month in Atlanta, Porsche has been trialling a subscription service aimed at those who wish to take advantage of more than one of the brand's vehicles. The Porsche Passport, priced at \$2,000 a month, gives access to the 718 Boxster, the 718 Cayman S and six other models. The top-priced subscription, which costs \$3,000 a month, gives access to more than 22 models, including the Cayenne E-Hybrid. The Porsche Passport includes vehicle registration, insurance and maintenance, as well as use of the vehicle. Subscribers are provided with a dedicated app that lets them know which models are available and allows them to book a vehicle. If successful, the programme is likely to be extended to other regions.

What to think of it?

The future of motoring lies not only in energy efficiency and green fuel, but also in **the ability of brands to reinvent their relationship with customers**. Catering for a new generation that is less excited about the idea of owning a vehicle and more interested in **enjoying unforgettable experiences**, Porsche's latest scheme could inspire less prestigious manufacturers to follow suit, prompting people to see motoring in a fresh light. By dealing with administrative and practical concerns, the Porsche Passport establishes all the conditions needed to forge a **purely emotional relationship between vehicles and their drivers**. It also alters perceptions of the brand, because it is no longer presenting a hierarchical range with models classed from the most affordable to the most expensive, **but a horizontal offering** that consumers are **free to explore at will**. **A promise of freedom** that not only fulfils the expectations of anyone eager for new experiences, but also gives meaning to the expression “brand territory”.



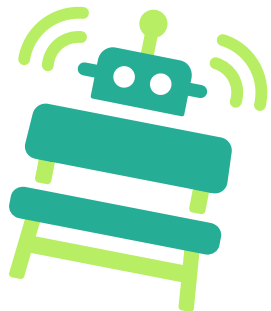
Recreating an apartment's interior in a store is all well and good. But allowing customers to stay there is even better.

Having previously been purely transaction focused, shops are now looking to tout themselves as veritable living spaces that feel like home...

www.johnlewis.com/content/the-residence

Seen in London, Cambridge and Liverpool

In September and October last year, British department store chain John Lewis decided to take the "Try before you buy" concept to the next level by trialling temporary mock apartments in three of its shops (in London, Cambridge and Liverpool) as a way to showcase all of its collections. Dubbed "The Residence", it was open to all customers during the day and could also be booked for an hour after the store closed, together with a Personal Shopper. The retailer also offered a few lucky customers the chance to spend the night there (to try out sheets, duvets, mattresses, etc.), but also to have dinner or brunch in the apartment with friends, thanks to a partnership with Waitrose supermarkets.



What to think of it?

By presenting part of its range in a mock apartment, John Lewis highlighted the keenness of retailers to no longer be perceived simply as points of sale (see the Sézane apartment and others in the January 2016 edition of L'Œil), but as **living spaces that enable shoppers to get a feel for an interior design and imagine it in their home.**

By giving its customers the chance to spend a short time within its walls (for a night or just for breakfast), the department store created an **innovative half-way house in which the line between public and private space was briefly blurred**, to instil customers with a **strong sense of exclusivity**. Indeed, scattering screens or new technologies around stores is not the only way for retailers to stand out and proclaim their modernity. Another attribute, which is possibly more important, is **being able to imagine how the perceptions or habits of customers might shift**. After the "shop in the shop" approach, where a brand installs one of its typical boutiques in a department store, here comes the "**home in shop**" concept, which, as the name suggests, makes customers feel as though they are at home.

Social Brands or the fantasy of brands shaped by their customers.

Today, creating a brand means attempting to update the codes prevalent in one's market. It also means inventing a new type of relationship with customers.

Seen in the skies

Around a year ago, AccorHotels presented Jo&Joe, its new-generation hotel designed for Millennials (see the December 2016 edition of L'Œil). Now it is Air France's turn to go down this route. Its new brand is called Joon and will initially offer just four destinations: Barcelona, Berlin, Lisbon and Porto. The aim is for Joon to serve as a laboratory for Air France and to assist travellers from the booking stage until they arrive at their destination. During their flight, passengers will be able to enjoy content from channels such as Vice, Brut and RedBull TV as well as organic snacks, coffee and fresh juice. The brand's hostesses and stewards will be its ambassadors, notably on social media, where they will put their vast travel experience to good use by advising consumers on how to recover from jet lag, but also about the best exhibitions and bars at their destination. They will even share their memories and experiences.

What to think of it?

Jo&Joe, Joon... could this be the advent of Generation J? Or it might be generation O, given how many firms use names featuring the letter O when they are looking to shake up a market's codes. MOB, Okko, Eklo, Jo&Joe, Yooma... All these brands want to be seen as good value, green, friendly, hip, welcoming and audacious. Jo&Joe and Joon have a great deal in common. Both are trying to be cool. Both make suggestions, but do not impose (it is impossible to impose anything on Millennials...). **What they are selling isn't just beds and flights, but an experience that begins the moment you come into contact with them.** They are also "**between definitions**". The former is neither a youth hostel, nor Airbnb-style accommodation. The latter is neither a low-cost airline, nor a traditional carrier. Both are seeking to **change things, without necessarily starting a revolution**, through digital media and a feeling of belonging to a community. First and foremost, their objective is to **become "social brands"**, which exist only through the social media contributions of their customers. **This approach based on humility** makes a refreshing change, but to succeed **there must be strong appeal from the outset** to motivate people to get involved.



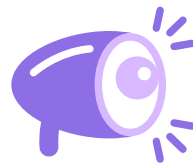
Word of the month

Causumer: the domain of consumers, compulsive buyers who benefited from the post-war boom, is increasingly being populated by “**causumers**”, consumers for whom making a purchase is a form of activism.



Catching the eye

Today, Facebook is primarily targeting individuals of a certain age who wish to stay in touch with family, while teenagers are leaving the network in their droves. These are the findings of the recent eMarketer surveys covering the United States and the UK. Across the Atlantic, **despite Facebook's growth (+2.4% in 2017), 12 to 17 year olds are quitting the network at an increasing rate** (-3.4% in 2017 compared with -1.2% in 2016) and joining Snapchat and Instagram instead. With 15.8 million users, Snapchat has crept ahead of Facebook (14.5 million) to become the leading social media site among 12 to 24 year olds. Meanwhile, Instagram membership in the 12-17 age bracket grew 8.8% over the year.



A glance in the rear-view mirror

January 2012
Customer mood

The facts

In its new boutique on the ground floor of Galeries Lafayette Haussmann, cosmetics brand Clinique provides visitors with bracelets featuring a selection of messages that allow them to express how they would like to be approached by the brand's advisers. These include “I'm in no hurry, take care of me”, “I want to browse in peace” and “I'm in a rush”. This is an illustration of the new shopping concept the brand has developed in the US: “Service as you like”.

Analysis

While it may look like a gimmick at first glance, Clinique's initiative at Galeries Lafayette suggests an original way of breathing fresh life into the customer/retailer relationship. At a time when retailers are training staff to meet customer expectations as best as possible without coming across as intrusive, Clinique is using the reverse approach. With these message bracelets, customers can decide how they will be treated, simply and without effort. Here, a new facet of consumer power appears to be taking shape. Having previously segmented their offering by category and destination, in the future retailers may do so according to the kind of service customers want.

Summing Up

Amazon Spark, a cross between Instagram and Pinterest, seeks to inspire web users by introducing them to new products. "Amazon Spark" invites them to respond to content with a "smile" and post photos or short videos about products. The app is currently only available in the US via Amazon's iOS application.

<https://www.amazon.com/Spark/b?ie=UTF8&node=16907772011>

Since last month, American Uber users have been able to use a new payment card launched in conjunction with Barclays. It can be used to centralise and pay for Uber journeys and UberEATS orders, as well as offering a loyalty programme that provides a number of advantages.

www.barclaycard.co.uk/personal/uber

Two French nationals living in New York have come up with Rockaloo, an app that pinpoints which restaurants in the city allow access to their lavatories in exchange for a fee. One more way for establishments to gain exposure.

<https://rockaloo.com>

 *Emmanuelle S. / Digital Marketing*



Customers of the Delhaize Boondael store in the Ixelles district of Brussels can now buy vegetables grown in its 360 square metre roof garden. It currently offers five varieties of lettuce, which will be joined by more vegetables in 2018. The project is also an opportunity for the store to introduce the neighbourhood's residents and schoolchildren to urban farming.

"Le vrai chic littéraire" is a second-hand guerrilla bookstore project that makes accessing books easier, be it from a financial perspective (prices are 50% lower than those of new books) or for geographical (no bookstore nearby) or accessibility reasons (prisons, hospitals, nursing homes, etc.).

www.auvraichic.com/blank

 *Véronique B. / Brand, Communication & Advertising*

As of January, passengers on the London Underground will be able to try out ticket machines that use facial and palm recognition technology.

 *Caroline G. / B2C Strategy*



The Etam group has created a mobile app that puts its part-time employees in contact with store managers so that they can take on additional work at the last minute, for any of its retail brands (Etam, Undiz or 1.2.3). The employee specifies when they are available and receives assignment offers according to their profile and location. They can also view the various assignments posted in real time.

During the Christmas holidays, Galeries Lafayette Haussmann stores are offering free virtual reality experiences: visitors can try a VR headset for two and a half minutes, during which they will board a roller coaster and plunge into a thrilling 360° world.

 *Nicolas R. / Echangeur*

BMW recently unveiled an electric mountain bike specially designed to work with its new X3 SUV. The e-bike features a 250 watt electric motor that provides pedal assistance and whose battery can be charged using the SUV's 12V sockets.



Ikea Place is a free augmented reality app that allows users to place virtual furniture in their home environment.


<https://itunes.apple.com/us/app/ikea-place/id1279244498?mt=8>

Windscreen replacement firm Carglass recently acquired 80% of Maisoning, a company specialising in repairs, renovation and emergency services, to create a kind of Carglass for the home.

 *Nicolas R. / Echangeur*



Employees of BNP Paribas Personal Finance help to uncover the micro-facts reported in L'Œil by L'Observatoire Cetelem.

 *means that the fact or the news in brief was spotted by one of them.*

L'Œil de L'Observatoire Cetelem analyses micro-facts on consumption, revealing the emergence of new manners of spending.

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