

# l'œil

by L'Observatoire Cetelem

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in depth study of new  
consumption trends

www.observatoirecetelem.com

## What about a logo for urban shopping?

Faced with brand uniformity in the city center, certain shopping streets have decided to react by associating their name to a “spirit”. Another way to attract attention...

### Seen in Lyon

In June, Rue de la République, one of the main shopping streets in the city of Lyon, took advantage of the interest created by the World Festival of Roses to unveil its first visual identity. It was renamed “Rue de la Ré” and featured a blue lion logo. Reproduced on a gigantic scale, the animal reigned during the festival over the entrance to the street, which also featured new nocturnal lighting and was a partner for major city events. Jointly led by ADIA (Abu Dhabi Investment Authority, the emirate’s very powerful sovereign fund, which has purchased about thirty buildings on the street since late 2013) and Grosvenor (in charge of asset management), the operation aims to make the street one of Europe’s top ten for shopping.



### What to think of it?

Following the unsuccessful “La Jeune Rue” initiative in Paris, which focused on installing a well-known designer and a local producer in every store on Rue du Vertbois, Lyon confirms the emergence of a desire among cities to **avoid the uniformity created by the multiplication of chain stores**. They apply a fashion approach that is designed to strengthen the character of certain city districts and **enable their inhabitants to reclaim an area**. In Lyon, the “Rue de la Ré” operation targets **local residents first of all**, ahead of tourists and other passing visitors. With a highly recognizable presence (a name, a logo, a visual identity), the street has acquired a **spirit that enables it to “transcend” its commercial offer**, which tends to be mainstream and heterogeneous. Since it is easier to identify, it has become a **reference point and a center of attraction** for pulling in new types of stores that are more creative or trendier. Finally, it easily becomes the **starting point for various promotional actions or events** by adapting its identity to various communication materials. This provides a way for cities to highlight the fact that their stores are key participants in **building the urban identity**.



## The new marketing challenge: going out to meet the customer

Yesterday, they looked for celebrities to increase their visibility, but now brands are relying on unexpected encounters: another way to prove their attractiveness.

[www.youtube.com/watch?v=gyRjRePbRTI](http://www.youtube.com/watch?v=gyRjRePbRTI)  
[www.videdressing.com](http://www.videdressing.com)

### Seen on the Web

This summer, [videdressing.com](http://videdressing.com), a site that resells luxury clothing, created an original partnership with Hôtel Particulier Montmartre, a high-end tourist residence, to propose “fashion stays” for clients in the hotel’s five suites. These clients could take advantage of a “luxury” wardrobe for the length of their stay. This wardrobe was chosen from clothing offered on the site (with authorization by sellers), defined according to the client’s profile and loaned free of charge. Coincidentally or not, the Pimkie brand also designed a comparable service for a hotel located in Anvers. This was a “Mini Fashion Bar” featuring three looks adapted to the city and the season and made available to clients in their rooms. All sizes were available and, like a mini bar, “products consumed” were billed at the end of the stay.

### What to think of it?

When they’re not focusing on listening to customer wishes or analyzing customer data, the better to meet their expectations, brands try to think up original partnerships, **each one more unexpected than the one before**, to attract attention in an environment that is particularly competitive. This reflects their need to create “**niche actions**” that **strengthen their identity and have a greater impact on sub-populations**, in parallel with global communication campaigns. By partnering with a hotel, [videdressing.com](http://videdressing.com) left the world of e-business and came closer to a lifestyle, while Pimkie created a surprise by “meeting” potential customers in an unusual place that was “outside the store”. **It’s no longer enough to highlight your offer at a point of sale. You must also know how to bring it to life by adapting it to the ways your customers consume**. As for the hotels, after working on their interior decoration, their welcome and their services, they, too, are now required to invent **exceptional offers and experiences that create strong memories for their clients and make them want to talk to others about it**. This goal is not so different from that of retail brands.



## Business collaborates with individual creativity

Designed first for transactions, then for relationships, certain e-business sites now aim to become idea laboratories.

[www.la-boutonniere.com](http://www.la-boutonniere.com)

### Seen on the Web

Launched shortly before summer, La Boutonnière is the first collaborative fashion platform to offer women users the possibility of participating in the creation of part of the brand's new collection. Once the collection has been announced, platform users can pre-register for sales and suggest what they'd like to see (fabrics, colors and patterns), based on trend presentations that fit with the brand's fashion orientation. Next, brand stylists prepare sketches that incorporate these suggestions and submit them to the community for a vote. The two models preferred by members will be produced in limited numbers and included in an exclusive capsule collection that will be sold on the site. La Boutonnière counts on approximately 200 customers to design these capsule collections and is supported by the Silicon B incubator, which was recently launched by the Beaumanoir textile group from St. Malo.

### What to think of it?

Apparently anecdotal, the La Boutonnière site initiative is nonetheless symptomatic of the **current aim of e-business websites to jostle their market rules** in order to stand out from the crowd and reflect the current wish to "consume in a different way". **Their strategy rests on paying careful attention to customers.** They must, of course, understand customer expectations, but they must also be able to respond to the current desire of customers to participate in the design of products meant for them. With this in mind, the La Boutonnière site becomes more than a mere "multi-brand" transaction platform; it **becomes an idea laboratory, a creative intermediary between its customers and the brands** it offers. This new marketing stance consists in calling on customers and being **inspired by their current wishes, instead of imposing a vision on them. "With them" rather than "for them":** this is undoubtedly the best way for a site to create customer loyalty and make each of its "fans" a brand spokesperson.



## From point of sale to lifestyle area

The automotive sales model that relies on three participants – the carmaker, the dealer and the customer – must now reinvent itself because of the new ways customers use to obtain information.

### Seen in Hamburg

In a historic building in the center of Hamburg, Mercedes now proposes a new distribution concept: "Mercedes Me". This is a 550-square-meter "lifestyle" area that combines a bistro, a bar and a lounge where visitors can have dinner, drink a cocktail, listen to music or even attend a concert, a slam encounter or a lecture-debate. Giant screens are also available so that visitors can configure their future model, while free-access drawers propose samples of leather, wood and paint shades. It's not difficult to imagine that these same visitors will later order a car online from the Mercedes site, with personalized support and home delivery.

### What to think of it?

Although in Germany cars have a special status, the concept imagined by Mercedes in Hamburg (not very far removed in its intention from the early Atelier Renault on the Champs Elysées) is both an inspiration for carmakers and a lesson in how automotive marketing can be done today. Because of the generalization of new technologies and social networks, consumers no longer choose their car as they did in the past. Most of them **know and have studied all the options before visiting a dealership**, where they arrive with a very precise idea of what they want\*. For young consumers, this visit **can even be an obstacle if it has an overly "official" character.** Here, Mercedes provides an answer by proposing a **lifestyle area** that its models are part of. This is a way for the brand to prove that **it can thrive without necessarily having customers test drive one of its cars** and to remind everyone that its credibility depends as much on the performance and quality of its offer as on the **close ties** it creates with current and future customers. **The strength of brand relationships is now part of brand identity.**

\*Ten years ago, a car sale generated an average of 12 visits to different dealers. Today, the number is 1.7.

## And also...

According to a study by Yahoo Labs, **young people take 13 minutes to respond to an email**, as compared to 47 minutes for those over fifty.

[www.timedotcom.files.wordpress.com/2015/05/1504.00704v1.pdf](http://www.timedotcom.files.wordpress.com/2015/05/1504.00704v1.pdf)

According to a survey by Wallapop, a mobile app for buying and selling second-hand products, **over half (55%) of users, mainly under thirty years old, who put second-hand products up for sale on the app, do so for basic living expenses such as food, housing or school materials**. Among the most popular items are clothing (51%), accessories (44%), electronic products (42%), books and music items (22%), furniture and appliances (22%), sports items (15%), and, last but not least, valuable antiques for collectors (13%). The sale of second-hand objects helps with purchasing items that could not normally be bought for 35.8% of users or allows putting money aside for gifts for 22% of those surveyed.

**The number of people concerned about the environment and sustainable consumption dropped from 51.9% in 2014 to 45.2% in 2015**, according to the conclusion of the Ethicity 2015 study by GreenFlex, which was published on June 1, 2015, during European Sustainable Development Week. The study also sheds light on a growing radicalization and social fracture. Either the French are increasingly concerned with their personal consumption or they are increasingly disenchanted and say they are *"fed up with sustainable development"*. People who are less concerned or not at all concerned have become a majority and represent 54.8% (+ 6 points).

According to a survey carried out by Affinion International on loyalty cards, **63% of customers sign up for loyalty cards to obtain special offers and specific benefits**. Only 33% do so to earn points. Forty percent want to be rewarded for participating in social networks or surveys, and 30% are willing to participate in a panel to discuss loyalty program issues and the user experience.

## Summing Up

Since June 25, Ikea proposes "Ikea Chaufför", a chauffeur service that was implemented in collaboration with SnapCar, a chauffeur reservation site, to provide transportation from Paris to three Ikea stores located in the Paris region at Franconville, Vélizy and Villiers-sur-Marne. It's possible to leave from your home or from one of three sites in Paris (Gare de Lyon, Port Maillot and Porte de Saint-Cloud).

This summer, Gémo proposed a line of connected T-shirts with graphic designs that come to life in augmented reality using a smartphone or tablet.

The daddycool site wants to give a helping hand to fathers for their daily chores by offering services that range from delivering balanced meals to baby sitting, by way of odd jobs.  
[www.daddycool.fr](http://www.daddycool.fr)



In Sweden, carmaker Audi proposes the Svenska Snörädde mutual assistance network to help users in winter weather. Whatever the make of your car, you can call for assistance to the nearest owner of an Audi Quattro four-wheel drive to tow you through the snow.

In Schaerbeek (Belgium), Carrefour recently opened a drive-through teller on the parking lot shared by the RTBF and VRT companies. This private teller, called the "after work pick-up" is only for the site's 3,000 employees and is open from 3:30 p.m. to 8 p.m.

On the "Voyagez responsable Bretagne" (Travel Green in Brittany) site, ten local establishments suggest ideas for stays with activities that are accessible on foot, by bike, by train, in an electric car or by boat  
[www.voyagez-responsable.tourismebretagne.com/bonnes-adresses/sejours-responsables/voyagez-sans-votre-voiture](http://www.voyagez-responsable.tourismebretagne.com/bonnes-adresses/sejours-responsables/voyagez-sans-votre-voiture)



Two students at the Delft University of Technology have created a transparent coating to apply to window panes. Called "PowerWindows", it converts sunlight into electricity throughout the day. It's ideal for supplying energy for PCs and smartphones.

MasterCard recently announced that it will soon launch payment by selfie for a test panel of 500 customers. They will merely have to blink their eyes to prove that the image is not printed on paper.

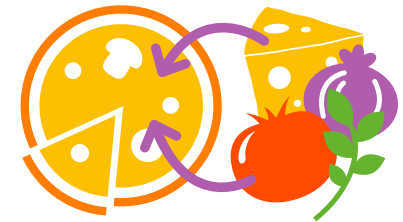
Blacklistic.fr, a platform that can be accessed by cell phone, allows consumers or e-merchants to publish complaints with photos and justifying documents. Brands are able to respond.  
[www.blacklistic.fr](http://www.blacklistic.fr)

In the United States, Google Search has thought up a new tool for easily ordering a meal. Next to addresses found by a search engine, an icon enables accessing delivery services.



Google partnered with the Levi's brand to develop connected clothing with special touch-sensitive areas that allow making a phone call or sending a message.  
[www.google.com/atap/project-jacquard](http://www.google.com/atap/project-jacquard)

Following an app that lets you order your pizza online and follow its path, Domino's Pizza has just launched an app in Belgium called Pizzachef that allows customers to compose their own pizza.



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

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