

The end is nigh for paper prospectuses, long live audio prospectuses!

When pondering the future of their prospectuses and catalogues, some retailers appear to be inspired by shopping channels...

www.youtube.com/watch?v=KSXKzVFZjdM

Seen in France

Over the last few months, Carrefour, in partnership with YouTube, has been trialling an entirely new kind of prospectus that takes the form of a two-minute video, during which a voice-over presents information about discounted products. This enables the retailer to collect strategic data such as the number of clicks and visits (both to the website and to stores) once a video has been viewed. According to Carrefour, almost 35% of people watch the videos all the way to the end and this digital content has prompted more than 200,000 visits to stores. Meanwhile, since March Ikea has released 12 podcasts totalling four hours, as an alternative to its famous catalogue...



What to think of it?

While all retailers are now convinced of the need to limit their consumption of paper in order to **reduce their carbon footprint** and prepare for a likely change in the law (which could ban companies from sending prospectuses to people's homes, unless they have agreed to receive them), Ikea and Carrefour have decided to take concrete action in an innovative way by publishing their catalogues as podcasts and their prospectuses as videos. These unique and surprising strategies are a way of **offering customers new experiences**, while **catching the attention of Gen Zs and Millennials** who live and breathe social media. When brands started to branch out from traditional media, they produced content for newsletters, blogs or websites, which they then provided to influencers on Facebook, YouTube, Instagram and, more recently, TikTok. Today, they are **regaining control of their communication** through live shopping sessions, catalogue podcasts and video prospectuses. This might allow them to **prevent influencers securing a monopoly on the power of persuasion and bring the focus back onto their key strengths: products and prices.**

Innovation is also about building bridges between very different worlds...



To offer customers ever fresher experiences, brands are forging partnerships with players from totally different sectors...

Seen in Dubai

In Dubai, Dior Perfumes has teamed up with a Michelin-star chef at one of the Mandarin Oriental Hotel's restaurants, to offer a menu inspired by its olfactory creations. Portuguese chef José Avillez and the experts at Dior have worked together to develop The Dior Menu, an exclusive set menu inspired by several of the label's best-selling fragrances in this part of the world. Each of the menu's six dishes is accompanied by a perfume, creating a multi-sensory experience that can be further enhanced by drinks to match the meal.

What to think of it?

Although seemingly anecdotal and elitist, Dior's venture in Dubai embodies the new thinking that should be adopted by any brand that is keen to offer its increasingly demanding customers a successful consumer experience. **The experiences that seem the most excessive today are often those that inspire the strongest visions for the future.** Here, Dior and the restaurant at the Mandarin Oriental Hotel have ticked every box. **They succeed in surprising** and astonishing guests by offering them something unexpected. **They make customers feel special** by giving them the sense that they are enjoying a rare experience that is available to (almost) nobody else. Lastly, they give them the **tools to talk about their experience**, whether it be in the form of language or a story that is easy to recount. Bringing together the worlds of cuisine and perfume means **creating a new sensory vocabulary, offering people a whole new way of enjoying dishes and fostering a new appreciation of perfume.** This kind of impact can only be achieved when two very different worlds come together.

Would you subscribe to a retailer?

Retailers are launching initiative after initiative to strengthen their relationship with customers. Applying a subscription model to day-to-day consumption is both a logical progression and a surprising development...

Seen in France

While it may have sold 545 of its Leader Price stores to Aldi, the Casino group has not given up on the store brand it once sold at these outlets (which is still available at Casino and Franprix stores, as well as in the 200 remaining supermarkets), for which it has created a new offering. Christened Le Club Leader Price, it features a selection of products from all categories, which must be ordered online and are primarily Leader Price branded. Half of the products are eligible for the chain's subscription service. Customers who choose these products receive a 10% discount and must specify their preferred delivery frequency, which must be at least once every 12 weeks.



What to think of it?

As more formats emerge and competition from the web increases, all retailers are now embracing fresh initiatives to **ensure that their customers remain loyal**. Alongside programmes devoted to increasingly individualised offers, the subscription model, which is not yet in common use, could become a very effective solution. First, because a significant proportion of daily purchases are based on repetition, making it easier for this kind of system to become part of people's habits. Second, because when combined with discounts, subscriptions **allow brands to acknowledge customer loyalty**, which it can then nurture with targeted messages. By giving its own products a prominent role in its subscription service, Leader Price is enhancing their value **and altering the perception of items that are often seen as imitations of name brands**. Whether it be the image of its products, the commitment of customers or the retailer's relationship with the latter, the subscription model has an impact on every aspect of customer relations.

Hotel rooms as hubs to enhance individual well-being

Having been hit hard by the health crisis, hotel groups are trying out more and more ideas to maintain their appeal. For some of them, tomorrow's world is already a reality...

www.youtube.com/watch?v=m5UjV8t8Sx8

Seen in the Paris region

After launching the concept in China, the Louvre Hotels Group's Centre for Innovation is now trialling its new "gym room" concept in France, in partnership with Decathlon Pro and the TrainMe coaching app. The group's FitUp project involves converting a standard hotel room into a private gym by installing a FitUp Wall equipped with all the necessary equipment (dumbbells, straps, mats, weighted balls, etc.) and showing training programmes (stretching, cardio, Pilates, etc.) facilitated by certified coaches on the room's TV. If they wish, customers can also order the equipment directly from the Decathlon website by scanning a QR code. The service is currently available at three Campanile hotels in Ile-de-France (Paris region).



What to think of it?

Constrained by the health crisis, hotel groups are now driven by the idea of devising new propositions to meet today's expectations. Some are converting their rooms into offices or their lobbies into co-working spaces (Accor Group), while others, like the Louvre Hotels Group, are turning rooms into personal gyms, having realised that people's enthusiasm for fitness and weight training is greater than ever before. Gradually, **hotels are morphing into hybrid destinations promising unique personalised experiences**, having long been just a place to sleep and rest. Without the health crisis, would hotel groups have come up with so many ideas capable of **altering how their establishments are perceived and attracting new types of customer?** By getting involved (in quite a shrewd way) in the Louvre Hotels Group's initiative, Decathlon is showing **its keenness to reach out to its market, as well as its agility and its capacity to exist outside the walls of its stores**. Could this be a glimpse of what could become a key retail model in the future?



Word of the month

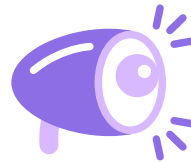
NFT: NFTs (non-fungible tokens) are digital assets and authentication certificates stored on blockchain. “Non-fungible” means that each token is unique and cannot be reproduced, unlike cryptocurrencies such as Bitcoin. Used mainly for digital artwork, NFTs prevent the latter from being reproduced for an indefinite period of time.



Catching the eye

According to the third wave of the Kantar #çaMarque ! survey conducted on behalf of L'Union des Marques, **82% of French consumers trust local or regional brands**. International brands are further back with 50%, but have improved by 8 points on this question. Although consumers remain very focused on the “price-quality” combo across all sectors, we are now seeing the “price-health” combo gain importance when it comes to food products, with **59% stating that they are prepared to pay more for healthier products**.

On 18 May, Air France completed its first long-haul flight (Paris-Montreal) powered by biofuel made from used cooking oil. Produced by Total in France, this SAF (Sustainable Aviation Fuel) is **the first of its kind and accounted for 16% of the fuel used by the aircraft, thus reducing its CO2 emissions by 20 tonnes**.



A glance in the rear-view mirror

In December 2010, L'Œil reported on an innovative initiative by Migros in Switzerland that foreshadowed the future of retail...

Participatory retail

The facts

Recently launched by Swiss retailer Migros, Migipédia (beta version) is an online platform that allows consumers to offer their opinion, ask questions and express their wishes regarding more than 5,000 products sold by the chain. Up until 18 November last year, customers were even invited to put forward their own product ideas. Those who receive the most votes will be rewarded and perhaps even see their idea go into production.

The analysis

The launch of a discussion platform by a major retailer is an innovative move that may herald a profound shift in the nature of the relationship between retailers and customer. Indeed, the former will no longer consider the latter simply as consumers who are constantly seeking out good deals, but as providers of opinions and “sources” of experiences that are shared with the community. The task for retailers will then be not only to provide customers with a wide choice of quality products at the best possible prices, but also to encourage them to express their views on the commitments a company has made or on the products it offers. Will retailers be all the more willing to take on this task if it enables them to gather information about the expectations and preferences of their customers, or even to identify “experts” among them?

Summing Up

American sneakers brand Allbirds has developed its own tool to calculate its carbon footprint, which is verified by a third party and listed for each of its products.
<https://fr-fr.allbirds.eu/pages/sustainability>

In the United States, Estée Lauder recently signed an agreement with Uber Eats to provide same-day delivery of its Origins and Jo Malone product ranges from partner outlets.

For its new A6 e-tron electric car, first presented at the Shanghai Motor Show, Audi developed a special shade of paint, Heliosilver, which keeps the heat out and reduces reliance on air conditioning. The vehicle is also fitted with LED headlights that double up as mini-projectors that can project a video game onto a wall.



Amazon has opened its first hair salon in the heart of London. It uses augmented reality to help customers choose a hair colour and features screens that allow them to find and order hair products on its website. Initially intended exclusively for the company's staff, the salon should eventually open to the public.

In the UK and the US, H&M offers a one-day suit hire service dubbed One/Second/Suit, which is aimed at young first-time job seekers to help them make a good impression at job interviews.
https://www2.hm.com/en_gb/men/shop-by-feature/3022-one-second-suit.html

The Adidas UltraBoost DNA X LEGO is a running shoe that can be personalised using the Danish brand's famous little bricks.
www.adidas.fr/chaussure-adidas-ultraboost-dna-x-lego-plates/FY7690.html

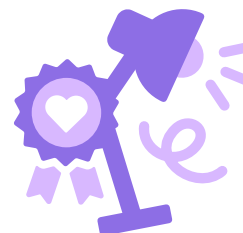


Mattel is currently trialling a programme to collect and recycle toys from its Barbie, Mega and Matchbox brands. Using a prepaid shipping system, parents are invited to send back toys that are no longer played with, rather than throwing them away.
www.mattel.com/fr-fr/playback

In early June, Citroën launched My Ami Cargo, a commercial version of its small two-seater electric vehicle aimed at food-service businesses and retailers that have switched to e-commerce. The passenger seat has been removed to create a cargo area.

Unoccupied for most of the year, the first-aid building in the town of Sainte-Adresse in Normandy has been transformed into a comfortable holiday home, which is rented out by the local council.

Italian fashion brand Diesel now offers a line of clothing for pets. Initially available via its website, the range will soon appear in certain stores in Japan, Italy, the UK and the US.



In Milton Keynes, to the northwest of London, department store Harrods recently opened its second H Beauty concept store devoted exclusively to beauty products. What if department stores focused on specific product categories at different outlets?

TikTok is now trialling a recruitment tool for businesses. Comprised of a web page accessible via the TikTok app, it allows companies to post their job offers and candidates who wish to apply for a position to send their CV as a TikTok video.



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

© L'Observatoire Cetelem / BNP Paribas Personal Finance
Director of Publication: Isabelle Wolff
Editorial coordination: Patricia Bosc
Editor: Patrice Duchemin
Design: Lords of Design™