

l'œil

by L'Observatoire Cetelem

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in depth study of new
consumption trends

www.observatoirecetelem.com

After co-working comes co-cooking

The appearance of co-cooking areas, where participants can cook in the presence of others confirms that work is increasingly done in the “I-we” mode.

www.co-oking.be

Seen in Brussels

On October 26, Co-oking opened in Brussels as the first “co-cooking” area designed for restaurant industry professionals. Participants can rent 280 square meters for a half-day or more, as well as a workstation (for two people maximum) with all the necessary professional equipment and facilities like a parking lot and a place for dry or cold storage. Cleaning, insurance and advice from a professional cooking specialist are included in the service. Co-oking aims to be a place for regular meetings between users of the area, bloggers, journalists and a general audience interested in cooking. It also aims to become a group for purchasing and selling local products through partnerships with a selection of producers and distributors. The project was supported by KissKissBankBank.



What to think of it?

Following co-working areas that continue to multiply in all large European cities, there are now co-cooking areas, **signaling a strong trend toward “third-party sites” that come into play where home leaves off and the company begins.** Their rise in popularity owes nothing to chance. First of all, they are an answer to the current desire to work “**in a different way**”, independently and more in tune with a personal pace, needs, desires and centers of interest. Far removed from what traditional companies offer, these sites are also the **incarnation of a new image of the workday world, where the group goes to meet the individual** and is a source of contacts or new development opportunities. In the co-cooking area, individuals can carry out their projects without excess investment and try new ways of doing things that are facilitated by the equipment at their disposal, as well as by professional advice and the creativity of other “co-cookers”. In the end, it provides a way obtain the real-world equivalent of the **cooperative approach found on the Internet and social networks, an approach that an entire generation looks for and participates in.**



Is going behind the scenes of a brand the ultimate customer experience?

Confronted with a changing work environment, certain brands or stores have thought up new operations to show what everyday life is like for their employees.

Seen in France

From October 5 to 11 this year, Carrefour proposed an original operation called “I’m an Optimist Behind the Scenes” that consisted in inviting customers to go behind the scenes of one of the 200 supermarkets participating in the operation. Through workshops, they discover brand’s various business facets, such as traditional bakeries, butcher shops or fish markets. Partners and local producers are, of course, participants in this operation. In early November, the LinkedIn professional social network organized (for the third consecutive year) a “Parents at the Office Day” to show children what their parents’ workplace is like and their various jobs, which children don’t always fully understand. Companies like Starcom Média, Doro, Deutsche Bank and Logitech were among the participants.

What to think of it?

Apparently unrelated, each of these two groundbreaking initiatives reflects, in its own way, the current desire of brands and stores to **go beyond appearances and what people already know to enrich customer perception and the customer relationship.** For Carrefour, the goal was to take customers beyond product sales and **highlight the people who work there every day:** their know-how, involvement and enthusiasm for the brand’s values of transparency, optimism, dedication and responsibility. For LinkedIn, the more unexpected goal was to **participate in the intergenerational relationship** at a time when the world of work is being renewed by new technologies and the appearance of new jobs. Fostering better communication between two generations by bringing them together allows LinkedIn to reinforce the bond of trust that ties it to its customers, both employers and employees. Contributing to “demystifying” the world of work can be both a **brand mission and a new customer experience.**

“Fanketing” or how to capture consumer energy

Faced with increasingly competitive environments, certain brands envisage totally unexpected partnerships.

www.jolival.com/fr/jolival-news/gamme-psg-fontaine-jolival-enfin-devoilee

Seen in London and at PSG

For the release of their latest album, *The Magic Whip*, the English group Blur created an ice cream (vanilla with raspberry sauce) in partnership with The Licktators, an ice-cream company. The ice cream was sold at group shows and in Co-Operative chain stores. As for the PSG football team, it recently added a new item to the fan “catalog”: bottled spring water in club colors designed for restaurants and large retailers. And what about a future dairy product line (milk and quark cheese) like the one already proposed by the Olympique de Marseille team?



What to think of it?

Although they are anecdotes, these two micro-events both tell the same story. First of all, they both incarnate the coming together of two worlds that normally have nothing to do with each other. They are the answer to a current brand desire to **break with sector codes** and **renew their message while surprising their consumers**. Buying mineral water thus becomes a way to support a team. Buying ice cream is another way to express enthusiasm for a performer. In these cases, along with the quality of the product purchased, **purchase is motivated by supporting a “cause”**, whether football, music or anything else. **Fan energy enhances brand desirability**. The brand no longer tries to “dominate” consumers by imposing its will or its message; rather, it tries to create and maintain **an intense relationship** with them. This relationship is greatly amplified by the social media with posts, tweets, photos and the exchange of other messages. Isn't it true that they often have brands and products in their title? **After the reign of the “consom'actor”, the time has come for “brand fans”**. The next step: brand clubs.



Fashion and retail brands join to create new ways of consuming

At a time when the trend is increasingly toward “fast fashion”, convenience stores are also wanting to become players in the fashion industry.

Seen in Japan

The Uniqlo clothing brand in Japan is preparing a vast partnership with 7-Eleven, the leading Japanese convenience store chain, for the design, production and sale of clothing. The idea is to create a joint company that will offer a new clothing brand that is sold online and delivered at one of the archipelago's 18,000 convenience stores, where various snacks, beverages and ready-made meals are found, along with basic necessities. The stores can also be used as an exchange hub in case of dissatisfaction with purchases made on the Uniqlo site.

What to think of it?

The joint initiative of 7-Eleven and Uniqlo is a perfect illustration of a new business requirement: knowing how to be **simultaneously present in the real and virtual worlds...** but in a different way. In this case, 7-Eleven will not offer a limited edition in partnership with Uniqlo (like Carrefour and Monoprix do regularly with certain designers). Rather, it will offer a full and exclusive line of clothing at an affordable price, available only on Internet and delivered to the stores. This “click and collect” style fits naturally within the daily purchasing habits of consumers. This is also a way for 7-Eleven, which is already known for its extended opening hours, to consolidate its position as a **“simplifier” of the way life is organized**. Doesn't it seem logical that today's stores build their positioning more on **the way merchandise is sold** than on their offer?

And also...

According to a survey published in late October, **a very clear majority of the French (81%) does not intend to use a cell phone as a means of payment**, in spite of the arrival of this type of offer on the market. This Tilder LCI-OpinionWay survey showed that among those opposed, 45% were “not at all” ready to pay with a cellphone and 36% were “rather not” ready. On the contrary, this system has convinced 19% of those questioned, including 6% who say they are “totally” ready to use it. (Survey made on the Internet on October 21 and 22 with a sample of 1,004 individuals representing the French population and at least 18 years old)

According to INSEE, France is the European country that shows the least interest in joint accounts. Although sharing resources is a majority choice, **nearly one of every four couples prefers separate accounts**. The analysis shows that couples tend to share money when they marry or when children arrive. Among the unwilling are the divorced (no surprise...) and couples who both work and have a higher than average level of education.
www.insee.fr/fr/themes/document.asp?reg_id=0&ref_id=FPORSOC15f_D2_revenu

According to the British Office for National Statistics, the English are Europe's leading online purchasers. Growth in this sector has been spectacular in the last decade. In 2005, **only 44% of the British shopped online, whereas they were 79% in 2014** to have made at least one Internet purchase. Other countries with numerous fans of this new way of purchasing are Denmark (78%), Norway (77%), Sweden (75%) and Luxembourg (74%). Also in the United Kingdom, e-Business represented 20% of commercial sales in 2013 (as compared to 16% in 2009), a figure that is above the European average of 15% but still far from Ireland (52%) or the Czech Republic (29%).

According to the Observatory of Emerging Consumption (Obsoco), although the practice of sharing is now anchored in French habits, it does not attract new devotees. During the past 12 months, **93% of the people questioned said they had used a collaborative practice** (car-sharing, accommodations between private individuals, shared purchases, crowdfunding, etc.). However, the penetration rate for most of these practices has increased only slightly since the two preceding waves of studies made by Obsoco in 2012 and 2013. Current practitioners are sharing more, but the recruitment of new users is limited. (Survey made from June 24 to July 10, 2015, and involving 4,068 individuals)

Summing Up

At the beginning of November, Carrefour opened its first supermarket in a French airport at Orly and plans to open a second one to develop its presence in places with heavy traffic. Prices are based on those of a traditional city-center supermarket.

Starting on November 17, and for a two-month period, InstantLuxe, the merchant site for buying and selling second-hand luxury items will be installed in a 24-square-meter corner of the leather goods section at the BHV department store in the Marais district in Paris.

I-boycott.org is a joint platform project with the mission to organize boycotts in the most massive possible way. Once site visitors have chosen a cause, a viral campaign is organized and an email sent to the company concerned, which has the right to respond. www.kisskissbankbank.com/i-boycott-org?ref=category



In China, electric carmaker Tesla has created a customer community to compensate for the lack of battery-recharging stations. In case of emergency, a Tesla car owner can use a geolocation app to call on the community for recharging the car.

Next year, Adidas plans to open its first entirely automatic shoe factory in Bavaria as part of a strategy aiming to bring manufacturing closer to its customers. Known as the "Speedfactory", it will contribute to cutting delivery time and reducing transport costs.

Seven humanoid Pepper robots, which are able to recognize basic emotions like joy and sorrow by looking at people's faces, have been installed in the aisles of the Carrefour store at Claye-Souilly in the Paris area. They are programmed to suggest recipes, give advice on various wines and evaluate customer satisfaction.



Vestiaire Collective, the portal dedicated to second-hand luxury fashion, now proposes Wanted, a new tool that allows visitors to call on the site's four million members to find the product they're looking for.

Last October in Melbourne and Sydney, Uniqlo customers enjoyed a unique experience: they were able to choose a T-shirt (from among 600 possibilities) according to their mood. Their brain activity was measured according to their reaction to images and videos shown on a screen.

Following fruits and vegetables, cereals and camembert cheeses, the Gueules Cassées offer of items with minor defects now includes a line of knives proposed in collaboration with Déglon de Thiers, a knife manufacturer.

El Camino Travel, an online travel agency specialized in trips to Colombia and Nicaragua, can supply customers with pictures taken of them on their trip by a professional photographer and ready to be published on the social networks.



Word of the month



Webrooming: a practice that consists in going online to look for a product or to compare products (price, characteristics, customer opinions, etc.) before going to a store to buy (a store that may or may not belong to the same brand). It's the virtual complement of "showrooming".

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

Editorial Director: Marianne Huvé-Allard
Communication: Patricia Bosc – patricia.bosc@bnpparibas-pf.com
Designer and Writer: Patrice Duchemin
Design: Lords of Design™ / Drawings: Fred Chance™