

l'œil

n° 229
March 2016

in depth study of new
consumption trends

by L'Observatoire Cetelem

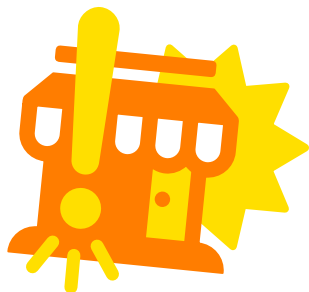
www.observatoirecetelem.com

A new generation of stores that are meeting places and points of sale in equal measure

When e-commerce sites attempt to dip a toe In Real Life (IRL), they are obviously not content to imitate the shops that have always been around. A whole raft of new experiences awaits.

Seen in Paris

In the all-digital era, many e-commerce sites are making the unexpected decision to open physical premises, which are often much more than simple stores. In the Haut-Marais neighbourhood of Paris, Rue Commines already hosts the Hircus, Bonne Gueule and Commune de Paris stores, all of which were originally online clothing retailers. On Rue St Fiacre (in the 2nd *arrondissement* of Paris), women's fashion website Sézane has set up an "apartment store". And when "luxury basics" website Maison Standards decided to open a high-street store on Rue de Poitou (3rd *arrondissement* of Paris), it chose to create a blend between a "connected showroom" for professionals and a sales floor on which the brand's customers can also meet its stylists and a set of offices, in which the company develops its own products.



What to think of it?

Driven by the idea of reinventing the customer-retailer relationship that lies at the root of their success, more and more e-commerce sites are now venturing into the real world. The consequences? What they offer is **much more than just a sales floor**, underlining their intention not only to stand out from traditional retailers, but to set their own agenda. Some choose to invite customers into an "apartment", **promising them exclusivity, warmth and even intimacy**. Others open a "workshop" or a "laboratory", which **gives visitors a glimpse** of work in progress and offers them a behind-the-scenes view of their creative process. All are **rare and discreet locations whose primary purpose is to trigger discussions and encounters so as to build or reinforce a spirit of community**. A shrewd approach to forging the "special relationships" that are so sought after by today's consumers, who also tend to be **web users accustomed to enjoying strong ties with their brands**.

"Nostalgizing" or how nostalgia can be an effective marketing tool

The success of vintage products has prompted some brands to look for ways of exploiting the trend. After all, vintage items were once new too.

www.porscheclassiccenter gelderland.nl

Seen in the Netherlands

In the Gelderland region of the Netherlands, Porsche recently opened its first Classic Center, which sells and maintains the brand's classic vehicles under one roof. Original manuals and more than 50,000 authentic parts are also available at the centre. The plan is to set up around a hundred such centres by 2018. Also riding the vintage wave, Citroën is launching a reinterpretation of its Méhari and Volkswagen has announced the return of its famous Combi. According to a survey by market research firm Xerfi, the turnover of stores specialising in the sale of second-hand products grew 3.8% overall between 2013 and 2015.



What to think of it?

Fashion accessories, watches, jewellery, cars, technology (arcade games and the Nokia 3210 are back!), etc. Each day the case for the vintage trend being a market in its own right becomes a little stronger. Its main proponents are **consumers who want to keep treating themselves in a tough economic environment**. It is also popular among those who **shy away from all that is shiny and new** and want to set themselves apart from the "bling" crowd. Not to mention the **aesthetes of the consumer world**, for whom every purchase must hold meaning, tell a story or radiate authenticity. And let's not forget the eternal snobs who once chased after rarities from afar, but now **get excited about local antiques**. The genre is obviously not short of fans. This current penchant for all that is vintage is also symptomatic of **a society that is increasingly coming to the conclusion that everything was better in the past**. Products lasted longer, materials and production techniques were of a higher quality, local companies employed local workers who were highly skilled in their profession, etc. It is almost as though the more conventional markets (those for brand-new products) have become saturated, prompting brands to **re-release their classics to boost the appeal of their current offering, while also innovating so as to offer a glimpse of the future**. With one foot in the present and the other in the past, a new marketing dynamic is now at play.

When a brand invites potential customers into the homes of current ones

It's great to be able to comment about a purchase. Allowing people to hear the comments of others is even better. But what about actually meeting them in their homes?

www.camif.fr/la-camif-pres-de-chez-vous.html

 Marianne H-A / Brand, Communication & Advertising

Seen on the internet

Since the start of the year, mail order catalogue La Camif has allowed customers who are hesitating to buy a piece of furniture to contact individuals who already own the item and even to pay them a visit and try it out for themselves. Its customer service team locates past customers who live near the potential buyer and organises a meeting between them, subject to their agreement. The hosts are rewarded with a €40 voucher to spend at La Camif if a purchase is subsequently made. Only products made in France (70% of the range) are eligible for the scheme. Since the beginning of the campaign, 80% of the retailer's customers have agreed to be contacted. In half of these cases, a phone call is all it takes. And when a visit is arranged, it results in a purchase in 80% of cases.



What to think of it?

As consumers become increasingly eager to find out all they can about the product they want to buy, some brands have developed websites with sizeable question and answer sections. Others have gone down the social media route to build communities capable of producing their own personal testimonies. La Camif has gone a step further with a concept that is as simple as it is obvious: **"inviting customers to the homes of customers"**. This is a truly new **"C-to-C" marketing approach**. It allows consumers not only to try out a product in a real-life context, but also to talk to those who have already bought it. It also underlines the importance of embracing **the relational aspects that must now be a feature of all forms of transaction**. Could this be a model worth adopting for the countless e-commerce sites that don't have their own showroom but do boast a large community of loyal customers who are prepared to convince others that they are making the right choice? It would certainly be a way for them to **exist outside the confines of consumers' screens** and to occupy real time and space. **Why not redefine the customer experience so that it includes the experiences of other customers?**



Urban mobility also means payment mobility

As certain manufacturers focus on electric or autonomous vehicles, others are thinking of new ways of fulfilling the key element of their contract with customers: the promise of mobility.

 Quentin H. / International marketing

Seen in the United States and Canada

As from April in the United States and Canada, Ford will be offering FordPass, a platform open to all motorists (whether or not they own one of its vehicles) offering practical services that will allow them to park their car more easily. These will include the option to locate and book a space (provided by ParkWhiz and Parkopedia) and the ability to rent your car to other private individuals when you are away (in conjunction with FlightCar). Users will be able to pay for these services via the FordPay virtual wallet. The car maker may well expand its offering in the medium term to include ride sharing and multimodal transport services.

What to think of it?

As car manufacturers attempt to see into the future with all kinds of technological innovations, Ford reminds us that **the cars of tomorrow will not just be about performance, design, economy and social responsibility, they will also need to guarantee mobility**. A way of refocusing our attention on the present while spelling out its intention to redefine its relationship with customers as of today. With FordPass, the brand is seeking to demonstrate to its customers that it can hear them, understand them and help them in their day-to-day lives. Thus, it serves as a reminder that car makers must play their part in altering the perception that cars **are the eternal enemy in cities**. The initiative is also a way of highlighting the fact that **human mobility relies on payment mobility**, giving added meaning and legitimacy to the manufacturer's FordPass virtual wallet. Ultimately, is Ford helping to **reinvent banking as well as the automotive world?**

And also...

60% of French consumers who buy books do not keep them: **37% lend them**, 15% give them away, 5% exchange them and 3% sell them. (source: Booxup survey of 1,277 people via Facebook; from 1 to 7 January 2016)



According to the 2016 L'Observatoire Cetelem survey, seniors have by no means been left behind by the younger generation when it comes to the use of digital media. **They spend 27 hours per week in front of their screens** (Internet and television combined), 20% more than their juniors. They surf the web for an average of 13 hours and 15 minutes per week, compared to 12 hours and 15 minutes in the case of under 35s. In France, more than one in four sexagenarians belong to a social network such as Facebook, twice as many as five years ago.

<http://observatoirecetelem.com/observatoire-cetelem-de-la-consommation/vers-lage-dor-de-la-silver-economie/des-seniors-socialement-actifs>



According to a survey by Sociovision for Le Monde, **almost 1 in 2 French people (45%) believe that to be successful today you must "be creative and have ideas"**.

Those who live by this credo are known as "creative leaders". In 1975, 47% of French people declared: "I have great confidence in my creative abilities and my imagination". In 2015 the figure was 64%.

<http://creativeleaders.mpublicite.fr>



According to a survey commissioned by Demandware (e-commerce solution), which questioned 7,000 millennials (individuals born between 1980 and 1990) from across the world, 40% say that they have purchased a product that they subsequently shared or "favourited" on social media. **75% even declare that they have bought a product after seeing someone share it** and/or add it to their favourites. If we break down the figures (which exclude China), 84% of 16-19 year olds, 80% of 20-24 year olds, 72% of 25-29 year olds and 66% of 30-34 year olds have already made a purchase based on recommendations. Yet, it would be foolish to neglect physical shopping: despite being ultra-connected, 96% of millennials state that they still visit shops. However, their motivations for doing so vary: 58% want to try on items, 54% want to touch and see a product before they buy it, 43% simply enjoy the experience and 39% are looking for ideas.



Summing Up

In February, easyJet opened an easyFoodstore in its easyBus depot in North London. There it sold food items at the single price of 25 pence throughout its first month. Products should eventually be sold for around 50 pence

<http://easy.com/shareholder-news/4351-easyfoodstore-park-royal-now-open.html>

 *Véronique B. / Brand, Communication & Advertising*

"Amazon Pay Monthly" is a new service that enables the website's customers to pay for purchases worth more than £400 on credit. The first instalment is paid 30 days after the purchase is made and payments can be spread over 2 to 4 years.

Benjamin is a Tinder-inspired shopping application that gives customers just 60 seconds to make up their mind and buy the product suggested to them. It takes impulse buying to a whole new level. Benjamin is currently only available in the US.

www.echangeur.fr/2016/02/11/partenariat-start-up-benjamin-le-tinder-du-shopping



Volvo and Microsoft have developed a voice control system that allows you to speak to your car via a bracelet. It allows users to programme their navigation system, preheat their vehicle or open the doors using a simple voice command.

At the last Consumer Electronics Show (CES) in Las Vegas, French postal operator La Poste presented an innovative service that allows you to send parcels from the comfort of your own home. Users will just need to place an item in their letter box, which must be fitted with a "Domino" button. The latter allows the postman to be alerted once the shipping request and the consignee's address have been confirmed via a special application. La Poste takes care of packing and franking.

UmbrellaHere makes use of a light signal connected to a mobile umbrella application. When fixed to an umbrella and switched on, it indicates that the umbrella is available to share.

<http://umbrellahere.com>

 *Matthieu J. / Echangeur*



In Argentina, Samsung has developed trucks on the back of which screens are installed displaying what is happening on the road in front of them. The aim is to improve the visibility of the drivers behind.

www.youtube.com/watch?v=5ZDMEaoQQik

 *Monique B. / Strategic studies & Innovation*

Developed by Belgian's Record Bank, the "Get this Car" application allows users to obtain an instant loan simulation by taking a photo of a car advertisement or scanning a radio or TV commercial.

www.youtube.com/watch?v=Apy3TApPOvg

 *Monique B. / Strategic studies & Innovation*

Lufthansa now gives its passengers the option of pre-booking items sold on its flights via its website. They can do so up to four days prior to the flight's departure. The service is available to business customers and leisure travellers alike.

Mobile application Kwalito allows consumers to check that the ingredients of food products are compatible with their dietary requirements or preferences simply by scanning the packaging. 45,000 products are already listed thanks to the contributions of its user community.


www.kwali.to

Word of the month



Coffice: a neologism combining the words *Coffee* and *Office* that describes locations that are half coffee shop, half office. A response to the needs of an increasingly nomadic population of self-employed professionals, **Coffices** have sprung up in all the world's major cities.

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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