

l'œil

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in depth study of new
consumption trends

by L'Observatoire Cetelem

www.observatoirecetelem.com

Could motoring become a shared experience?

For car makers, innovation is not just about coming up with new vehicles that are ever more socially-responsible, aesthetically pleasing and comfortable.

www.fordcreditlink.com

Seen in Texas

Since March in Texas, Ford has offered any group of three to six people (neighbours, friends, colleagues, students, etc.) the chance to purchase a vehicle collectively. The programme, dubbed Ford Credit Link, includes a 24-month lease that is divided up between the co-owners, as well as an application that allows them to manage how they use their shared car (availability, booking and locating the vehicle, etc.) and keep track of its condition and maintenance, but also to make loan payments. Ford Credit Link is currently being trialled at three Ford dealerships in Austin.



What to think of it?

In 2015, Ford had already convinced 25,000 American customers who had bought their vehicle on credit to rent it to private individuals when they are not using it themselves, a scheme that allows them to repay part of their loan. This year, the firm has gone further still with a packaged solution that allows several people to buy a vehicle together. The philosophy in both cases is **to treat customers as a community**. A community in which individuals talk to, help and support each other. By doing so, Ford is shifting from its position as a traditional car maker to don the role of a **service platform that enables its customers to get closer together and enjoy a shared experience**. The sharing economy not only transforms our relationship with consumption, it also affects the behaviour of businesses in all sectors by prompting them to **develop "a laboratory spirit" that encourages them to take a fresh look at their business model through the prism of the customer relationship**. The brands of tomorrow will be defined not only by their roots, but also by **their ability to unite communities around them**.



Supporting a cultural event is not just about helping to fund it

For a brand or company, sponsoring an exhibition does not always just boil down to paying money in exchange for exposure at the event.

 *Emmanuelle S. / Digital Marketing*

Seen in Paris

Having previously presented several capsule collections, designed in partnership with some of the biggest names in fashion, H&M has now got together with the Museum of Decorative Arts in Paris, to become the exclusive sponsor of its "Fashion Forward, three centuries of fashion" exhibition, which began on 7 April. This is the perfect chance for the retailer to showcase its Conscious Exclusive collection, a range inspired by the Parisian museum's archives, both in terms of its motifs and the materials chosen. About a year ago in New York, Uniqlo and the MoMa also teamed up to present a clothing line christened SPRZ NY (Surprise NY) and inspired by the artists featured at the museum (Haring, Warhol, Basquiat, etc.). The partnership also offered all visitors free access to the MoMa every Friday evening.

What to think of it?

Prompted both by the desire of consumers to be constantly astonished and the keenness of retailers to stand out from their rivals through more than just their product or service offering, partnerships of all kinds are now more common than ever before. It would be overly simplistic to consider that these alliances form purely to create a buzz. **Their purpose is also to help build the brands** that initiate them, in the same way as traditional advertising campaigns. Here, H&M isn't just supporting an exhibition, it has gone as far as creating a range of clothing inspired by the archives of the Museum of Decorative Arts, so as to further enrich its brand image. **By doing so, the retailer gains intangible value that makes it more attractive and accessible**. Through its clothes, it is seeking to stimulate curiosity and contributing to raising the profile of a cultural genre. It is prompting its customers, who tend to be interested in fashion anyway, to find out more and visit the exhibition. **Rather than targeting a population, it is feeding a passion and acting as a messenger, as a "purveyor" of interests**. A fresh way of taking on a societal role.



Towards a consumption model that favours circulation over accumulation

While the idea of circulating one's clothes is gaining ground on the web, it is still rare to see a government encouraging this practice.

However, in Sweden...

www.sharewear.se

Seen in Sweden

Initiated by the Swedish government, #ShareWear is an "eco-fashion" project publicised exclusively via Instagram and founded on the principle of sharing. For every item of clothing featuring this hashtag, the first user to comment on the image wins the right to keep it (free of charge) for a week. All they need to do next is agree delivery terms with the person who last borrowed the item, via their Instagram account. This is a great way of meeting other fashion lovers. Lastly, the new borrower must post a photo of themselves wearing the clothing, once cleaned. Various Swedish designers played their part by creating an interesting collection to help kick off the project, including Filippa K, Hope, House of Dagmar, Nikolaj d'étoiles and Uniforms for the Dedicated. In France, #ShareWear can be accessed via the Swedish Institute's Instagram account.

What to think of it?

By tapping into the social conscience displayed by today's consumers and the capacity of social networks to bring people together, this scheme by the Swedish government is very much in tune with the times. In addition to being a clever and slightly glitzy marketing campaign geared towards raising people's eco-consciousness and spreading **the idea of sharing as a responsible solution to wastage**, the #ShareWear campaign can also be viewed as a platform to boost the notoriety of little-known brands or as a new way for clothes lovers to meet. By suggesting **a fresh relationship with consumption that is characterised by circulation rather than possession**, it goes against the traditional habits of consumers and aids them in their quest for meaning. And if "consuming better" has now become synonymous with "consuming less", does it not also mean **inventing new practices in which the transactional is superseded by the relational?**

How do you appeal to Millennials? That is the question every brand is now asking itself

They intrigue, annoy and fascinate in equal measure. They do everything differently to everyone else and especially want to avoid being like their parents. How do you attract Millennials, the children of the new century?

Seen in the United States

To conquer the Millennials segment (those born around the turn of the century), Hilton Hotels have announced the deployment of a new chain christened "Tru by Hilton". Less pricey than traditional Hilton establishments, Tru by Hilton hotels will stand out not because of their breakfasts, the size of their rooms or their restaurant menu, but thanks to their design and their philosophy: modern, collaborative and connected. Dedicated co-working spaces will be available, customers will be able to book a room using their smartphone and relax in "play zones" featuring table football, and every lobby will be equipped with a "social wall" connected to social media. Tru by Hilton hotels will also include a mini-mart open 24 hours a day. The first openings will take place at the end of 2016.

What to think of it?

As a target market, Millennials excite some because of their **rejection of accepted conventions** and worry others due to their ability to quickly **decipher and criticise** what is offered to them. They therefore force brands to **rethink their certainties and habits**. It is widely understood that the behaviours and expectations of Millennials are marked by a tendency to "chop and change" that sets them apart from older generations. Appealing to them brings brands the assurance that they won't be seen as out of touch. Ignoring them is a sure-fire way of becoming forgotten. The consequence? **Brands are now attempting to come up with "breakaway" innovations** (in terms of shape, material, colour, atmosphere, etc.), so as to be viewed in a new light. This is the approach taken by Hilton, a traditional hotel chain *par excellence*, but one that is now under threat from both Airbnb and other "cooler" brands. The stated ambition of Tru by Hilton is **not to be perceived as a hotel, but as a source of experience**, a promise it keeps thanks both to the bold design choices made and the opportunity guests are given to make the environment their own by interacting with others in a spirit of collaboration and connectedness. Having spawned new social practices among "digital natives", there is every chance that social media will now prompt the **emergence of a new aesthetic**. Because when one views the world differently, the world has to look different.



And also...

Living near a green space is an important criterion for more than eight out of ten respondents.

And for six out of ten French citizens, creating new green spaces must be the top priority of municipalities.

(Source: IFOP survey for the Unep – *Les Entreprises du Paysage*, 29 January to 1 February 2016.)



This month's Question(s) Conso, the new monthly publication from L'Observatoire Cetelem, looks at the factors that determine consumer confidence in food products.

The closer the point of production (local/domestic) the greater the confidence generated. This is the number 1 criterion for 42% of French consumers, ahead

of origin and manufacturing/farming conditions (38%). Conversely, only 14% of those surveyed consider the brand to be the main factor when it comes to confidence in food products.

The importance placed on proximity also applies to distribution channels, with **74% of French consumers stating that they trust local shops** compared with 52% in the case of supermarkets and hypermarkets.

There is also a considerable gap between **the confidence expressed in non-processed foods (82%)** and processed products (40%).



According to a recent survey by the UK's Centre for Retail Research, **French consumers will make a quarter of their purchases via their mobile phone or tablet this year.** Having already made around 10 purchases each via these devices last year, with an average transaction amount of €50, the French are expected to use them to make 15 purchases apiece in 2016. In 2015, French e-commerce sites saw their turnover increase by 17%. One in five people in France made a mobile purchase last year. The figure is almost 30% in Germany and rises to 35% in the United Kingdom.



According to a survey by BNP Paribas/The Boson Project ("La Grande InvaZion"), **47% of under 20s would like to start their own business.** The Zs: a generation of entrepreneurs? Whether or not this is the case, this is a generation that struggles to relate to today's corporate models: the thought of working for a company is a source of stress for 36% of them and appeals to just 23%.

(Survey conducted at the end of 2014, in which 3,200 French people aged 15 to 20 were interviewed.)



Summing Up

In Belgium from 25 January to 28 February this year, Philips and Starbucks teamed up to open several EnergyUp Cafés: Starbucks coffee lounges equipped with Philips luminotherapy lamps designed to improve mood, energy flow and quickness of mind.

 *Véronique B. / Brand, Communication & Advertising*

WeFood in Copenhagen, Denmark, is the first widely accessible hypermarket that exclusively sells unsold foods from other large food retailers (those that are past their use-by date or whose packaging is damaged) at half the initial price.

www.bigbrowser.blog.lemonde.fr/2016/02/26/wefood-le-supermarche-danois-de-produits-perimes

 *Patricia B. and Marianne H.-A. / Brand, Communication & Advertising*

In February, Carrefour launched Pikit, a barcode reader priced at €30 that enables consumers to scan the products in their cupboards to compile a shopping list. They can then collect their products from a Carrefour Drive pick-up point. They also have the option of dictating their list to the machine.

www.monpikit.fr

 *Mina W. / Strategic studies & Innovation*



Monoprix recently launched its “Made not far from here” range: beer from the Goutte-d’Or, yoghurt from Argenteuil, biscuits from Crespières and some 150 other products made in Paris and its surrounding area. The retailer will be launching similar ranges in Provence-Alpes-Côte d’Azur and Languedoc-Roussillon, followed by France’s other regions, before the end of 2016.

At the last Mobile World Congress in Barcelona, Chinese firm ZTE presented iCharming, its blue-tinged connected ring. The iCharming tracks the user’s activities, calculates the distances covered and the calories burned, collects GPS data and alerts the wearer when they receive notifications on their smartphone thanks to a flashing light.

At the Opéra metro station in Paris, public transport operator RATP has launched its first concierge service in partnership with start-up Quatre épingles. Ironing, dry cleaning, clothing alterations and shoe repairs are all offered at the Relay and Hubiz stores. 16 concierge services will eventually be available across the RATP network.

www.ratp.fr/fr/ratp/v_145726/premiere-conciergerie-30-sur-le-reseau-ratp

 *Véronique B. / Brand, Communication & Advertising*



2kids1bag is an application that enables users to rent a pushchair, a scooter, a child’s car seat or a wheelchair for a day, from a railway station, an airport, a theme park or a shopping centre. As of May, the service will be available at the French capital’s Aribus bus shelters.

www.fr.2kids1bag.com

 *Élisabeth M. / Echangeur*

Doucecraie.com is a website that allows users to have a message written in chalk on any pavement of their choosing and at the time requested, in exchange for a €6 fee. The service is currently only available in Paris.

www.doucecraie.com

 *Marjorie C. / PF Consulting*

At Schiphol Airport, KLM offers a highly original service to business travellers whose transit time is greater than six hours: they can meet locals who will give them a guided tour of *their* Amsterdam, shaped by their pastimes.

www.layoverwithalocal.klm.com

 *Matthieu J. / Echangeur*



Word of the month



Glomad: a word describing a person who is never at home, but who can feel at home anywhere. A **Glomad** is someone who travels constantly and freely, only stays in one place for a short amount of time and has gathered many life experiences. This population is mainly comprised of teleworkers and certain individuals who work in the digital sphere.

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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