

l'œil

by L'Observatoire Cetelem

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in depth study of new
consumption trends

www.observatoirecetelem.com

“Tell me about your relationship with others and I’ll tell you who you are”: when one’s identity is defined by one’s behaviour on social media

The widespread use of social media has led marketing to reinvent itself a little more each day. Especially when it comes to customer targeting...

www.friendlyscore.com / www.credilike.me

Seen in Mexico and the UK

A number of fintechs, online consumer credit providers that target young consumers whose dealings with banks are limited, now assess an applicant’s ability to repay their debts based on their popularity on social media. With its slogan “If your friends trust you, so do we” and its logo, a yellow smiley, Credilikeme, a Mexican fintech that specialises in loans, has made a name for itself via Facebook. The same positioning has been adopted by FriendlyScore in the UK. While these fintechs operate primarily in emerging countries, they are also beginning to gain ground in the United States and Europe, but they have yet to establish a footing in France, where the use of data is subject to stronger restrictions.



What to think of it?

Traditionally based on socio-professional criteria and a score that reflects a person’s credit history, consumer targeting by banks can also be guided by certain life events (divorce, moving house, changing banks, etc.), not to mention an individual’s lifestyle and, even less commonly, a person’s behaviour on social media. Yet, many solvent and reliable consumers, most of whom are under 35, have no credit history. **Taking into account social media behaviour** means innovating and breaking away from the traditional bank marketing trends that have taken root over more than fifty years, so as to spark the interest of a new population of customers. It also means acknowledging that **social behaviour provides an accurate description of a person’s identity and provides a lever with which to influence an individual’s relationship with consumption**. Could it even be possible to actually predict the latter? “Tell me about your relationship with others and I’ll tell you who you are”: a new targeting criterion that could easily be extended to other sectors.



Bringing the countryside to the city is not just about opening shared gardens

Who would have thought that retailers would drive the countryside’s growing presence in our cities? Retail brands are launching more and more initiatives to reduce the distance between their stores and cultivation areas.

www.youtube.com/watch?v=ldJ66k2MPdQ / <http://www.agricool.co>

 Véronique B. / Brand, Communication & Advertising

Seen in Berlin, Basel and Paris

In Berlin, food retailer Metro has teamed up with start-up InFarm to set up a small-scale hydroponic farm (where vegetables are grown above ground, in water and in symbiosis with a fish farm) in its Friedrichshain store, allowing customers to pick their own fresh herbs from its fruit and vegetable aisle. In Basel, based on the same principle, Swiss firm UrbanFarmers has installed its first pilot farm on the roof of an industrial building. Its produce will be sold at a Migros store. Finally, at the last International Agricultural Show, French food-tech start-up Agricoool presented a project to grow strawberries in container units installed in the gardens of Bercy in Paris. Three initiatives that stand as proof that you can grow food in cities, without pesticides and with a near-zero carbon footprint.

What to think of it?

Faced with consumers’ growing keenness to know the origin of the items they purchase, retailers began by enhancing the traceability of their products. They then ramped up their efforts to work with local suppliers. A third way is taking shape today with the rise of **in-store farming**. This approach offers numerous advantages. First and foremost, it is **visually striking** and is therefore a perfect advertising and buzz marketing topic. It also freshens up the image of retailers, whose focus will no longer solely be on distribution and customer relations, but will shift to **production and innovation thanks to the possibilities opened up by food-tech**. This is an opportunity for storeto demonstrate the quality and freshness of their products, while also **breaking away from the negative perception that they are a less-than-transparent middle-man between producers and consumers** (here, the only intermediary is the roof). In-store farming also caters for a new generation of consumers who are keen to **reinvent their day-to-day lives by altering their spending habits**. Consumption is becoming a driver of change. Ultimately, could the main strength of this type of farming be that it **fuels a brand new concept** where the city and the countryside are no longer contradictory terms?



Considering every offering as a stepping stone to another: a totally virtuous rationale based on product customisation

Sprucing up your life doesn't have to mean changing everything. Sometimes you need only make the most of what is already there.
www.bocklip.com / www.superfront.com/eu / www.ikeahackers.net

Seen on the web

French website bocklip.com was recently launched to allow consumers to renovate or enhance Ikea furniture with noble materials and luxury finishes. Its catalogue features collections of fronts and accessories (wood, metal and coloured) that can be fitted to Metod kitchens, Pax wardrobes, Besta lounge furniture and Godmorgon bathrooms. The range was inspired by Swedish website superfront.com, which also allows consumers to glam up their Ikea furniture with marble, copper and even leather, from door handles to legs. Further evidence that Ikea is a source of inspiration comes from the website ikeahackers.net, which brings together individuals who wish to share their creative tips and tricks to customise or recycle items originally sold by the retailer. Thus, an old Pax door can become a table and a Metod kitchen cupboard can be converted into a cat litter cabinet.

What to think of it?

Ikea furniture can be found in homes across the world, from children's bedrooms to Airbnb apartments, and has quickly become a symbol for modern urban life. These clever and affordable products also bear testimony to the uniformising effect of globalisation. The consequences? It is no surprise that "counter-offerings" have emerged, allowing anyone to **add a personal and qualitative touch to a range that offers little differentiation**. A prescient response to the desire now expressed by consumers to customise and reclaim their environment. Could it also be a precursor to a new marketing model which, **rather than attempting to sell a new product, seeks to "enhance" what is already there**, by making it more exclusive, more classy and more personal. **Every product offering can therefore become a starting point for a fresh proposition**. A collaborative rationale based on product customisation, one that is **capable of maintaining the desire to consume** whether the aim is to express one's creativity or keep to a budget. An approach that isn't without virtue in these uncertain times.



To meet the expectations of "active consumers" who are always looking for more, why not involve them in product design?

While they are increasingly involved in building the offerings that brands aim at them, consumers are now looking to go even further.

www.lamarqueduconsommateur.fr / www.lalouve.net

 Damien S. / Retail Strategy

Soon to be seen in stores

The collective that launched the campaign entitled "*Les Gueules Cassées*" ("smashed faces"), the aim of which was to ensure that less-than-perfect products would still be sold in supermarkets, now intends to launch a range of products that are "useful and make sense to consumers", dubbed "*La marque du consommateur*" ("The consumers' brand"). All the products on offer will need to meet a set of specifications based on sustainability and social responsibility. They will only be released on the market once the commitment of consumers has been secured, while costly advertising will be replaced by communication through social media.

What to think of it?

After products co-designed with customers and trials into the direct management of stores by consumers (e.g., the La Louve project in Paris), could we soon see **products entirely designed by those at whom they are aimed**? Although it is uncertain whether they will truly differ from those already available on the market (brands today are already very open to the ideas of their customers), the appearance of such offerings nonetheless **confirms the desire of consumers to influence the market and perhaps defy the diktats of brands**. Here, **transparence becomes a virtue**, whether it relates to quality, price, product origin or environmental impact. It is also a sign that consumers are keen to **be the central focus of what they are buying and to take part in the workings of their environment**, as they are growing accustomed to do with the development of the collaborative economy. If "customised" offerings retain their popularity in the future, brands will need to go further and endeavour to offer **products and services "adjusted" to consumers' urges and worldview**. A new challenge that will need to be met with much more than just a marketing campaign.

And also

Euro 2016: the French are yet to feel the passion... A survey conducted for L'Observatoire Cetelem by OpinionWay (between 18 and 20 May this year) reveals that **more than half of the French population (59%) will not be following the tournament** (10 June-10 July). Of the 41% of French people who will be watching Euro 2016, almost nine out of ten (88%) will do so at home, with friends or family. But this does not mean that public spaces will be deserted, as 20% of supporters say they will head to bars, 10% to fan zones and 5% to the stadiums themselves. Despite this lack of excitement about Euro 2016, the French believe that the event will have a positive impact on their mood (49%).



To coincide with Euro 2016, Keolis, a public transport operator in Lille, has launched **a connected bracelet to replace tickets**, which can be scanned by placing one's wrist in front of a ticket validation machine. The SNCF subsidiary worked with French digital security specialist Gemalto to produce 5,000 of these bracelets, which will retail for €12.90 – the price includes a one-day pass worth €4.80 – and can be topped up in the operator's branches, season tickets excluded.



When it comes to purchasing criteria, 75% of consumers around the world deem a brand's country of origin to be as important, if not more important, than the quality or price of a product. This is the most striking finding of the latest Nielsen global survey, which questioned more than 30,000 consumers in 61 countries.



According to a recent Ifop survey, more than a third of French people (41%) use contactless payments, compared with a quarter last year (26%), but only 15% want to see cash disappear entirely in favour of electronic payment methods. 65% of those surveyed believe this payment method to be practical and 79% see it as modern, but only 39% would like its use to become widespread and 31% deem it essential. **76% of French people consider contactless payment to be risky.**

(Online survey performed from 21 February to 14 March via a self-administered questionnaire, on a sample of 1,024 individuals and 426 traders representative of the French population and aged 18 and over.)



Summing Up

In the United States this summer, Samsung will be launching a connected refrigerator that allows users to order and pay for shopping thanks to a partnership with Mastercard. Also involved in the scheme are retailers Freshdirect and ShopRite, which run 250 stores combined in the Northeastern United States.

Having ascertained that demand for its latest supercar (the Ford GT, priced at \$400,000 excluding VAT) vastly outstrips supply, Ford has come up with a highly selective order process that combines a few surprising criteria: you must already own a Ford, commit to actually using the car, refrain from selling it for a certain length of time or have a degree of influence on social media.

www.fordgt.com/campaignlibs/content/brand_ford/fr_fr/performance/gt/application/welcome.html

 *Quentin H. / International Marketing*

With some of its branches now falling into disuse, Barclays is currently trialling the conversion of a number of its sites in London into Amazon delivery points, which take the form of automated lockers. If the results are conclusive, the scheme will be extended to the bank's entire branch network.



After performing a survey of customers and staff, retailer Marks & Spencer recently announced that it would no longer be playing background music in its 300 UK stores.

Before they have a vehicle impounded, the local police in Torreilles, in the French *département* of Pyrénées-Orientales, send its owner a text message to alert them, on condition that they have signed up for the service on stopfourriere.net and display a special QR code label on their windscreen, which contains their mobile phone number.

www.stopfourriere.net

 *Emmanuelle S. / Digital Marketing*

BuyMeOnce is a website that lists products with a lifetime of more than 20 years. An initiative geared towards combating planned obsolescence.

www.buymeonce.com

 *Damien S. / Retail Strategy*

At the last Beijing Motor Show, Audi presented its new Q3, which features an electric longboard (also convertible into a scooter) incorporated into its rear bumper..



Start-up Culteev has launched Basile, a smart, connected indoor garden that allows aromatic plants to be grown in the home. Basile takes the form of a 35 by 20-centimetre box containing a tray, into which the user empties capsules filled with a substrate planted with seeds.

www.culteev.com

 *Marjorie C. / PF Consulting*

To attract a young audience, the Budapest Festival Orchestra, together with its sponsor Hungarian Telecom, has created an interactive billboard that allows passers-by to conduct an orchestra using their smartphone. The system detects movement to speed up or slow down the music played by the musicians on the screen according to the tempo provided. Once the experience is complete, a discount for the orchestra's next concert is offered to participants.

www.youtube.com/watch?v=Yr3LTqgimTA

 *Quentin H. / International Marketing*




Word of the month



ASKIP: an abbreviated version of “à ce qu’il paraît” (meaning “so I’ve heard” in French). The word is a perfect illustration of text speak. **ASKIP** is used by French teenagers to discuss rumours and spread a buzz.

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.

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™