

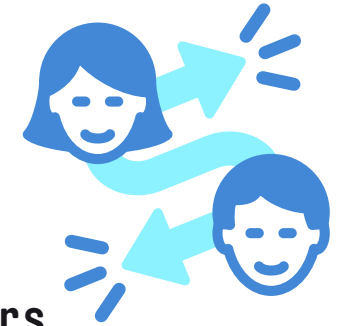
# l'œil

by L'Observatoire Cetelem

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in depth study of new  
consumption trends

www.observatoirecetelem.com



## When a takeaway delivery company branches out...

Following in the footsteps of the co-working concept, co-cooking spaces look set to alter people's habits and create new business opportunities.

 Guillaume R. / Echangeur

### Seen in London

Take-away food delivery company Deliveroo recently announced its intention to open its own cooking space in London, which will be accessible to its partner restaurants. In return for a rental fee, food outlets will be assigned their own "RooBox" within this shared space. Deliveroo's couriers will just have to collect the meals from the relevant establishment. This will enable the website to expand its delivery area to neighbourhoods on the outskirts of the capital, where such services are more limited (in terms of surface area, London is more than ten times larger than central Paris). Two restaurants, Tommi's Burger and Yoobi Sushi, currently have their own "RooBox".



### What to think of it?

By investing in a shared kitchen, Deliveroo is transforming its economic model in an attempt at diversification that is rather unexpected given the nature of its core business. This "sideways step" allows the company to simultaneously stand out from its competitors and hinder their development. Deliveroo isn't simply acting as an intermediary whose role it is to help restaurants expand their customer base through home deliveries. Instead it is seeking to **set up partnerships enabling food providers to develop their business by reaching new populations** in areas some distance away from the city centre, **without any financial risk**. While traditional takeaway delivery services cater for the **intensification strategies** of restaurants, Deliveroo's system allows for genuine **expansion** through access to co-cooking spaces: a sub-type of this new breed of third-party locations that are neither in someone's home or in a company's premises, but are a natural progression of the highly successful co-working concept. Could service companies ensure their own development by **offering customers new growth opportunities of their own?**

## More and more pure players are being tempted to step foot in the real world, and by no means is this a coincidence...

Having built their reputation online, e-commerce sites are now turning to the real world to find the missing piece in their quest to become "real" brands: a face-to-face relationship with customers.

### Seen in Paris

Early this summer, online designer-furniture brand Made.com opened its first Parisian showroom in the wake of its London, Milan and Amsterdam outlets. It boasts 840 square meters of floorspace just a stone's throw from Place des Victoires. This ultra-connected store takes visitors on intuitive journey featuring both real and virtual products. It is also possible to see furniture and accessories in their "natural habitat", i.e., in the homes of the website's customers. At the beginning of the year, clothing website Sézane opened its "Appartement" between Paris's Tuileries and Opéra, the aim being to make consumers feel as though they are visiting one of their friends. Clothes are displayed alongside furniture and "lifestyle" items. This summer, the My Little Paris website created a "holiday home" in the north of the French capital, which offered various summer activities free of charge, including meditation sessions, sporting activities and drawing classes. Numerous brands signed up to take part in the initiative.

### What to think of it?

An increasing number of e-commerce sites are seeking to make inroads in the real world. This is hardly surprising, as doing so gives websites the chance to make their brand truly tangible at last. **A brand is not just a mental construct. It is also rooted in physical contact.** This new trend embodies the quest for complementarity between two distinct distribution channels that have their own rituals and clientèle. The suggestion is that the real and virtual worlds should not be seen as contradictory **but as mutual sources of inspiration.** What's more, it underlines a new ambition on the part of brands: **to become living spaces.** Places to talk, places to see how others live and places to spend time. Retail is not just about reconciling supply and demand, it's about **forging ties and knowing how to maintain them.** By gaining a foothold in the real world, e-commerce sites offer a reminder of these rules. Some may point out that while pure players are showing true creativity by becoming "real", those who take the opposite route **are often happy simply to be an "online store"...**

## BtoC and BtoB give way to CtoC

In an attempt to bring their customers and potential buyers closer together, some car makers have dreamed up campaigns that are more “open door” than “open day”.

<https://systeme.dacia.fr/ambassadeur??p=1&p=1>  
<https://blog.drivy.com/2016/05/13/hop-route-polo>

 Véronique B. / Brand, Communication & Advertising

### Seen at Dacia and Volkswagen

Dacia now allows owners of its Logan, Duster and Sandero models to hand over their cars to anyone interested in trying them out before making a purchase. This is the first consumer-to-consumer test drive campaign (dubbed “*Portières ouvertes*” or “Open car doors”) to be launched by the brand, which already holds an annual picnic for all those who have bought its cars (this year’s event even included a free concert). This summer, driven by the same desire to boost interaction, Volkswagen launched a campaign in conjunction with Drivy.com, the P2P car hire specialists. Christened #PoloExpérience, its aim was to encourage Polo owners to meet other motorists who were keen to purchase the model. Once registered, owners of the latest generation of Polo received a voucher for €100 off their next service, while those who wanted to hire a Polo received a €20 discount on their first rental.

### Qu'en penser ?

Following on from the initiative led by the CAMIF, which enabled future buyers of its furniture to see or try an item in the home of a consumer who already owned the product, thus granting the latter a discount on future purchases (see the March 2016 edition of L'Œil), the campaigns developed by Dacia and Volkswagen serve to highlight **the current desire of brands to take a step back in order to foster direct interaction between consumers. By doing so, not only are they heading down the road of honesty and transparency, they are also embracing modesty.** Here, Dacia and VW are not “just” seeking to turn their customers into brand ambassadors, a strategy already employed by brands on occasion and a role that just about anyone can fulfil in return for a fee. Indeed, the underlying objective is to **associate their models with a particular state of mind.** What Dacia and Volkswagen are seeking to do is to qualify their customers not only in terms of their social class or lifestyle, but also their state of mind. Understanding the latter and allowing customers to express themselves **nurtures a feeling of “reliance” that is essential to transforming their clientèle into a bona fide community.**



## To maintain their appeal, hotels are embracing storytelling to generate new customer experiences

Commissioning a renowned architect or designer is no longer enough to boost a hotel’s appeal. The goalposts have now shifted...

[www.thenomadhotel.com/#!/collaboration/sydell-group](http://www.thenomadhotel.com/#!/collaboration/sydell-group)  
[www.lepigalle.paris](http://www.lepigalle.paris)

### Seen in New York and Paris

In the United States, luxury hotel chain Conrad Hotels & Resorts (Hilton group) has appointed a former editor in chief of Condé Nast Traveler to the newly created position of “Director of Inspiration”. His role will be to offer themed travel itineraries to hotel guests and to enable members of their teams to become “storytellers for their destinations”. In New York, every room in every NoMad (North of Madison Square Park) hotel features unique objects specially selected to draw guests into the heart of a story. A similar principle has been applied at the Pigalle Hotel in Paris, which was designed in collaboration with local traders (bakeries, cake shops and book shops) and the neighbourhood’s artists. Contributors have been offered free overnight stays in the hotel in exchange for one of their pieces.



### Qu'en penser ?

Faced with travellers whose quest for unique experiences seems unending, **not only to fuel their own memories but also to bolster their presence on social media,** a new generation of hotels is emerging, based on the premise that calling upon a celebrity architect or designer no longer suffices to meet customer expectations. Today the objective is to **make a lasting impression,** rather than seeking to impress through ostentatious displays. To do so, these hotels are attempting to **develop a highly emotional, not to say intimate, relationship with their guests,** giving them the feeling that they are both **acknowledged as individuals** (and not simply as customers) and an integral part **of a neighbourhood or city,** an approach similar to that taken by websites such as Airbnb. Hence the promise of unique experiences, the construction of one-off stories and the collaborations set up with local artists and traders, all of which equip an establishment **with a singularity that is of great strategic importance in what has become an ultra-competitive sector.** With tourists now dreaming of passing off as locals, today many hotels are seeking to be perceived as stakeholders in the local community: proximity seems to have become the latest marketing technique.

## And also

According to a survey by Spartoo, **42% of female consumers aged 15-29 state that they have previously purchased clothing and accessories publicised by fashion bloggers.** Indeed, fashion blogs are read by 55% of individuals in this age group. For 65% of the women surveyed the aim is to seek inspiration for future purchases.



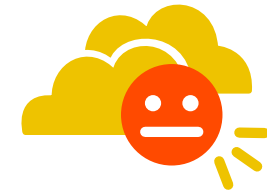
**34% of French consumers believe electric vehicles will be the hottest topic at the upcoming Paris Motor Show,** which takes place on 1-16 October. (OpinionWay survey for Question(s) Conso by L'Observatoire Cetelem)



According to a report published by Lithium Technologies, **74% of web users aged 16 to 39 do not like targeted advertising on social media.** Moreover, 57% of young consumers state that they have cut down on their use of social media or stopped altogether as a result of the targeted advertising that appears on their news feed.



**A third of French consumers devote more time to online shopping than they do to meal preparation,** according to an OpinionWay survey for Paris Retail Week. The internet has become an essential part of our daily lives, to the point that 50% of consumers now want to be able to shop at any hour of the day (before they go to bed, during the TV commercials, as they sit in waiting rooms, on public transport, etc.). This is especially true for young people aged 18-24 (78%). (Survey conducted between 27 and 28 April on a sample of 1,010 people representative of the French population and aged 18 and over, compiled according to the quota method)



## Summing Up

In the United States, WeFuel, Purple and Booster Fuels deliver fuel to homes using small tanker trucks. Orders can be placed via a smartphone. Thus, oil firms can avoid the cost of building new service stations.

[www.wefuel.com](http://www.wefuel.com)  
[www.boosterfuels.com](http://www.boosterfuels.com)

By the end of 2016, French rail operator SNCF will have opened "Work & Station" areas in several of its stations. These fully equipped offices will allow professionals to work as they travel. It is hoped that this will reduce passenger traffic at peak times.

 *Isabelle R. / Distribution France*

Toyota is the first car manufacturer in Europe to offer an augmented-reality instruction manual. Users simply need to aim their smartphone's camera at any part of their vehicle's passenger compartment for a description to be overlaid into the picture. Access to the service does not require an internet connection.



Start-up Twyst has developed a connected shopping bag. Products are identified automatically when placed inside the bag, which also stores the owner's bank details and therefore allows them to pay for their shopping without having to empty out its contents.

[www.twystinc.com](http://www.twystinc.com)

In New York, the eNeighbor application allows users to make \$3.50 each time they take delivery of a package for their neighbours. Customers can send a message via the app to organise a delivery date with the addressee and both parties can track the package online in real time. The application also allows users to rate those who receive packages on their behalf.

<https://eneighbr.com>

In Australia, eBay has launched the "eBay Virtual Reality Department Store" mobile app, which allows users to visit a virtual store using a special headset. Simply select an item with a glance to move it to the foreground and access detailed product information with a blink.

<https://vr.ebay.com.au>

 *Emmanuelle S. / Digital Marketing*



Seen on Set is a web platform that allows viewers to browse through and purchase furniture, electronic devices, household appliances and decorative items that they have seen in films and TV series.

[www.seenonset.com](http://www.seenonset.com)

 *Véronique B. / Brand, Communication & Advertising*

Les Cuistots Migrateurs is a catering service that offers eclectic cuisine from around the world prepared by chefs who also happen to be refugees hailing from Syria, Afghanistan, Sri Lanka and Chechnya.

[www.lescuisotismigrateurs.com](http://www.lescuisotismigrateurs.com)

Ikea is currently trialling a new "Click and collect" service at its store in Plaisir (in the Yvelines *département* near Paris). The idea is to order via the web before collecting the keys to a van into which their purchases will already have been loaded. The scheme is being run in conjunction with Hertz.

[www.ikea.com/fr/fr/about\\_ikea/newsitem/cp\\_cliquez\\_roulez\\_plaisir](http://www.ikea.com/fr/fr/about_ikea/newsitem/cp_cliquez_roulez_plaisir)




## Le mot du mois



**"Phubbing"**, a contraction of "phone" and "snubbing" meaning to ignore the people around you as you check your mobile, be it furtively or blatantly.

*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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