

# L'œil

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in depth study of new  
consumption trends

by L'Observatoire Cetelem

www.observatoirecetelem.com

## When design is there to serve the environment

Encouraging consumers to be more eco-responsible is not always about lecturing them or playing on their guilt...

<https://fobo.heineken.fr>

### Seen in Paris

To boost the environmental awareness of its customers, Heineken has come up with a new bottle, christened FOBO (FORwardable BOttle), which it trialed at last summer's festivals. What makes these bottles so special is that drinkers can follow what happens to them once they have been deposited in a bottle bank designed specifically for the campaign. A code on the bottle takes users to the campaign's website. This allows individuals to attach a message to the bottle and see whether it has been used before, but also to view the messages left by other users. The bottle banks were created by French design firm Normal Studio, which was keen to make them not only stylish, but also eco-friendly, by using recyclable materials. The bottle banks are set up at some 800 bars in France.

### What to think of it?

Today, all fast-moving consumer brands need to come up with their own answers to environmental questions, but the scheme dreamed up Heineken seems particularly inspirational. Firstly, because **this is not a direct environmental statement by the brand**, nor is it a corporate mission in itself. Instead, it gives individuals the option of **doing something small at their own level**. Secondly, because design plays a key role in the campaign, from the choice of name to the shape of the bottle banks, thus adding **an appealing modern, urban and aesthetic twist to the ecological undertones**. Lastly, because **the brand has taken a step back to let its customers interact** in a fun and spontaneous way, much as they do naturally on social media, a way for Heineken to **tap into their lifestyle rather than imposing "environmental diktats"**. Ultimately, could the best way of altering the behaviour of consumers be to **make them feel as though they are under no obligation?**



## What if shops became places for customers to meet ?

Often viewed as niche experiences, the initiatives launched by some retailers to put their customers in touch with each other could soon force us to reassess our habits.

[www.capifrance.fr](http://www.capifrance.fr)

Monique B. / PF Consulting & Emmanuelle S. / Marketing Digital

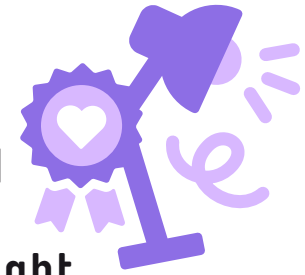
### Seen in France and Belgium

Online property advertising network CapiFrance recently launched an original system that allows future home buyers to "try out" a property before they acquire it. To do so, they simply need to click on "try out your property" on the website. They can then contact the seller to arrange a free stay in the property for a period ranging from four hours to one night. This allows them to remove the doubt that is inherent to home buying (Is it bright? Is it noisy?) and to imagine what it would be like to live in the property in question. To access the service, buyers must already have visited the property, submitted a solid financing plan and demonstrate that they are seriously interested in acquiring the property. Of course, the seller is free to turn down these temporary rental requests. In Belgium, a similar concept has been launched by CBC. The bank has set up a partnership with Airbnb that allows individuals to spend a night in a property similar to the one they intend to buy and in the same neighbourhood.

### What to think of it?

La Camif had already devised a scheme allowing consumers to get in touch with individuals who have previously acquired a piece of furniture they are interested in, and even to visit their home to see it in context or try it out for themselves (see the March 2016 edition of L'œil). The same rationale is now being applied to property. This is both a clever way of **spurring customers to take the plunge** and an effective marketing trick by retailers who, emboldened by the strategies of web players, have chosen to take a step back in favour of direct "C2C" relations. **The role of brands is not always to coach consumers or make their lives easier. Sometimes, the best plan is to keep a low profile.** A whole new way of serving consumers is now taking shape, fuelled by their desire to experience **their future purchase before they part with their money**. It is as though in-store displays don't always go far enough to sway consumers (despite being increasingly sophisticated and stage designed) and need to be **supplemented by the real-life testimonies of past buyers**. As though the arguments put forward by corporate sales forces are sometimes found wanting (too standardised, not sufficiently precise or well mastered, etc.) and need to be reinforced by **the authentic opinion of those with genuine hands-on experience**. **The B2C2C approach** could well become the model of choice for high-street retailers, which would be the ultimate proof that an interpersonal approach always trumps a transactional rationale.





## The very best from the world of hotels, youth hostels and apartment rental: a leading light in tomorrow's hospitality industry

Faced with the appearance of Millennials and their new consumption habits, brands and retailers are revising their marketing approaches. It's about time...

 *Élisabeth M. / Echangeur & et Patricia B. / L'Observatoire Cetelem*

### Soon to be seen in Paris

Over the next five years, hospitality giant Accor plans to open around 50 establishments (in France and around the world) to form a new hotel chain geared specifically towards Millennials, a hyper-connected population who travel more than average. Dubbed Jo&Joe, this youth hostel-inspired chain will offer beds starting from €19 a night. Design duties have been entrusted to Lee Pensons (whose most prominent creations include the Google and YouTube offices in the UK) and to the students of the Web School Factory (of which Accor is a partner), who have also worked on an online Jo&Joe community. To avoid too much uniformity, every hotel will also feature its own unique room (on the roof, with a giant bed, etc.). Much of the furniture will be on wheels to create modular spaces, while an open kitchen will serve as a communal area, with a restaurant and bar, washing machines, etc. Guests will be asked to take their shoes off in sleeping quarters, contribute to housework and make their own bed. Bed linen will be provided, but not towels. Lastly, staff will contribute to the vibe by organising tours of the city, picnics and evening events that will be open to local residents. The first Jo&Joe will boast 600 beds and will be inaugurated in 2018 near Paris's university campus.

### What to think of it?

The thinking behind Accor's decision to devise a new brand capable of appealing to Millennials, who tend to avoid traditional hotels when they travel, serves as a lesson to all brands with similar ambitions. This rationale has three main components. First, **come up with a new name to mark the brand out** from the rest, thus giving the target audience the feeling that they are being specifically catered for. Preferably, this should be a cool and trendy name that does not explicitly refer to the company's line of business. Secondly, **break the market's established rules**: the hospitality trade has always revolved around the concept of private rooms, but here the aim is to create modular accommodation that is able to adapt to customer requirements and offer greater user friendliness. This is an approach inspired **not by industry standards, but by the lifestyle of customers**. Thirdly, find a way of **collaborating with the target audience** so as to meet their hunger for new experiences, define the aesthetics of the offering using their feedback and determine how to stimulate the resulting customer community. This is the best way of creating a sense of generational belonging. Marking oneself out from one's competitors has always been a key marketing strategy. **Catering for a specific target market allows a company to go even further down that path**. Ultimately, empathy may be worth more than product differentiation.

## The future of Airbnb is already here

Airbnb's mission has always been to develop a philosophy of sharing. Today, the platform is seeking to illustrate this philosophy in a new way, offering a glimpse of what the future holds for the brand.  
<http://samara.airbnb.com>

### Seen in Japan

Last month in Yoshino, a small village in the south of Japan, Airbnb unveiled the first dwelling created by its own design studio: a community house made entirely from wood, whose role is to accommodate tourists and enable them to meet local people. The land was donated by the municipal council and local tradespeople contributed directly to its construction. The building is the first phase of a wider project, dubbed Samara, in which architects are called upon to submit proposals that "explore new attitudes towards sharing and trust".



### What to think of it?

Often criticised and having somewhat drifted away from its initial remit, which was to bring people closer together, Airbnb is now seeking to innovate, not only to get back to its roots, but also to enhance its image and answer the criticism it often receives. What Airbnb is trying to do here is **harness a different form of tourism: active tourism founded on interaction with the local population rather than the quest for cheap, practical accommodation**. This is a response not only to travellers' growing desire for authenticity, but also to the difficulties encountered each day by the inhabitants of areas with ageing populations. Hence the idea of **involving tourists in the life of a community**. The former might prompt the emergence of new forms of exchanges and employment, which will benefit the latter. The Samara project is also an opportunity for Airbnb to **branch out from its initial objective, i.e., putting people in touch, to become a property developer** that collaborates with young architects through its design studio to offer its own aesthetic vision of the world. Previously, Airbnb was all about house sharing. Today it goes a step further by also enabling people **to share the cultures and traditions** of local inhabitants.

## And also

According to an **OpinionWay survey for L'Observatoire Cetelem**, three-quarters of the French population see Christmas as a time to meet up with family, leaving the answer "Giving presents" far behind (33%). Giving presents to loved ones is a pleasure for 52% of those surveyed, compared with the 26% of people who see it as an obligation and the 12% who consider it a chore.



According to the results of an exclusive Zengularity/Opinionway survey, **85% of people believe that the French are addicted to technology** and that this addiction has a genuine impact on both their professional and personal lives. Just as many believe that these technologies are evolving too fast and that it is becoming difficult to keep up. 57% declare that they struggle to disconnect from work outside office hours. Meanwhile, 68% of those surveyed say they are interested in the idea of a "digital detox".



**44% of Millennials (18-40 year olds) state that they would rather be self-employed than an employee (51% of 18-24 year olds).** When questioned about their relationship with brands, those surveyed expect them to surprise them (80%), to not take themselves too seriously (82%) and to use humour and self-deprecation in their advertising (87%).  
Survey conducted by MRCC for Neon magazine (Prisma Media) on a sample of 1,199 individuals from this target population, between 31 May and 7 June 2016



Apple is set to introduce **72 new emojis** when it next updates IOS, including fingers crossed, salad and owl, as well as a female version of every profession.



## Summing Up

Last summer in Singapore saw the launch of a service that allows you to order a driverless taxi using your smartphone. The vehicles wait for customers at predefined stops. For a period, they will continue to have an engineer on board to monitor their behaviour and intervene if necessary.

 *Emmanuelle S. / Digital Marketing*

The recently opened Carrefour City minimart on Avenue Malakoff in Paris features a “share bar” where people can have lunch or share books, a friendly till system where the cashier is on the same side as the customer, and a Post Office point where customers can drop off or pick up parcels, buy stamps or send letters by recorded delivery.

Bentley gives its Californian customers the option of having fuel delivered direct to their car, thanks to a partnership with start-up Filld. This connected service works through a dedicated application that requires no action from the vehicle's owner.



In 2017, SeaBubbles plans to launch a “flying taxi” in Paris that will float on the Seine and transport up to four passengers at a speed of 20 km/h. SeaBubbles will recharge itself at a jetty using solar panels.

 *Marshal S. / Marque, Communication & Advertising*

The small town of Lidzbark Warminski in Poland recently opened a cycle path made from a material that glows at night by emitting the light it has absorbed during the course of the day. The effect lasts up to 10 hours.

In San Francisco, Toyota is preparing to trial a “smart key box” in partnership with US car-sharing start-up Getaround. The box allows a car's doors and ignition to be controlled via a smartphone. The box can simply be placed inside a vehicle to enable the latter to be shared using a mobile app.

 *Patricia B. / L'Observatoire Cetelem*



In Paris, e-commerce giant Zalando is currently trialling on-demand express parcel returns via courier network Stuart. This exclusive partnership allows customers to ask for a product to be returned within 30 minutes.

You2You is a collaborative platform that connects those who have purchased an item from a private individual with others who may be available to deliver it, either as quickly as possible or at an arranged time

<http://you2you.fr>  
 *Veronique B. / Brand, Communication & Advertising*

Toogoodtogo is an application that allows local traders (restaurants, bakeries, grocery stores, cafés, etc.) to sell food that remains unsold at the end of the day at a reduced price. Users are notified about any traders who may be offering unsold items nearby, but when they order a box from one these outlets, they only find out what it contains when they pick it up just before closing time.

[www.toogoodtogo.fr](http://www.toogoodtogo.fr)




## Word of the month



**Autonym:** with all the homonyms cluttering up social media, many people are now opting for autonyms. Unlike a pseudonym (whose etymological meaning is “false name”), an **autonym** is a name one gives oneself that is more descriptive: Lolilol, Septimus, Youmni... By taking on a new name, a person can better define themselves and their personality. Here, the individuals real-life self is reshaped into a virtual self.

*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](mailto:patricia.bosc@bnpparibas-pf.com)  
Designer and Writer: Patrice Duchemin  
Design: Lords of Design™ / Drawings: Fred Chance™