

L'œil

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in depth study of new
consumption trends

de L'Observatoire Cetelem

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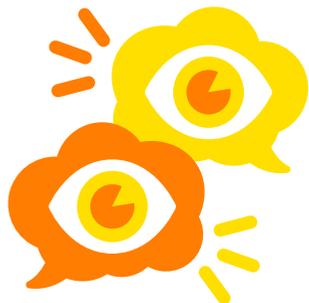
A host in your home and in your city

Having been the subject of growing criticism, Airbnb keeps on inventing new ways of breaking away from simply facilitating peer-to-peer accommodation rental, an area in which it has built its reputation since 2008.

www.airbnb.fr/host/experiences

Seen on the Web

Airbnb recently launched a new service dubbed Trips: three-day programmes allowing travellers to enjoy a unique experience planned and led by "City hosts". Boxing in Detroit, learning how to make a violin in Paris, living the marathon dream in Kenya, truffle hunting in Tuscany and visiting a restaurant recommended by a rising chef are all examples that illustrate the website's ambitions. All it needs now to become an all-round tour operator is a "Flights" section. And if the markets experts are to be believed, the latter is something that will be appearing sooner rather than later.



What to think of it?

Having successfully made its mark in peer-to-peer accommodation rental and as it prepares to embark upon the construction of specific holiday locations (see the December issue of L'œil), Airbnb is taking a "sidestep" by giving its members the chance to promote their particular attributes (specific knowledge, know-how, aptitudes or areas of interest) and place them at the disposal of their guests, giving the latter the sense that they **are sharing a unique experience with local inhabitants**, rather than just visiting a region, a city or a district. The "City host" concept is a **new form of differentiation that allows users to assess the accommodation available on the site based on a wider range of factors**, in addition to the usual criteria of surface area, number of rooms and price. It enables Airbnb to shift away from the somewhat negative image of a "site full of cheap tourist accommodation" and to **add a more meaningful and human tone to its offering**. This is also a way of enhancing the relationship of trust that forms naturally between the site's members, by promoting a **spirit of initiative and giving them the opportunity to share special moments**, which will only reinforce the sense of community that has made the company so successful.

Buying as much, but using less

When car manufacturers innovate, it isn't always to showcase new designs and new levels of performance, it can also be to reinvent their relationship with buyers.

www.citroen.fr/univers-citroen/evenements-actualites/citroen-invente-la-voiture-a-0eur-avec-travelcar.com.html

Seen in Paris

Since the beginning of the year, Citroën has been offering anyone who acquires their C1 model (36 months/75,000 km long-term hire) a discount on their €149 monthly instalments if they agree to leave their vehicle at a TravelCar car-sharing depot when they are not using it. If the motorist makes their vehicle available for rental for at least 20 days per month, their monthly instalments are refunded in full.



What to think of it?

Unwanted in cities as soon as the weather turns sunny and cold, suspected of cheating in emissions tests and increasingly discarded by private individuals, whose share of registrations continues to fall, cars are now looking to undergo an **image makeover (or a change of marketing model) by tapping into new services**. The aim is as much to garner a positive reputation as it is to appeal to (or at least to not lose) a population of consumers who are now **more interested in mobility than ownership**. This is evidenced by the fact that long-term hire with option to purchase is gradually becoming the norm, with manufacturers increasingly announcing a monthly rental fee in their advertising rather than a purchase price. Following on from Nissan's idea of creating micro-communities that hire cars collectively (see the January edition of L'œil), Citroën is launching its own initiative, which **encourages motorists to use their car less frequently and to share it instead**. This invitation to "consume less" is somewhat unusual, to say the least, given that it clashes with the preferred message of the majority of brands, i.e., "consume more and more". **This is a whole new angle** for manufacturers wishing to stand out from the rest and **appeal to consumers who are reluctant to invest in a car or keen to remain true to the principle of sharing, should they make a purchase**. But why must this philosophy of **more reasoned and more reasonable consumption** remain the preserve of the automotive sector?

What if points of sale turned shopping into an event?

Focusing on the attention paid to customers is something all retailers agree is crucial. But how can they set up the conditions required to actually do so?

Seen in New York

Bonobo, the Beaumanoir group's menswear chain, has a store on 5th Avenue that is not quite like any other. This is more of a showroom than a flagship store, as one would inspect at such a prestigious address. Here there is no stock, no crowds, few products, but an impressive level of service. On the brand's website, customers can book a session lasting 30 or 60 minutes to try on clothes at the store. They can also add a note explaining their requirements and constraints. When the day arrives, the items are prepared in a cubicle and a sales assistant is on hand to advise them throughout the session. Purchases can be completed at the store using a tablet, or made from home within the next seven days. In both cases, the items are delivered to the customer's home free of charge, because the items in the store cannot be taken away. And to give men the shopping bug, Bonobo even offers them a beer between fittings.

What to think of it?

Innovating doesn't just mean coming up with new forms and functions. Most importantly, it also means **devising new practices through new services**. In this case, Bonobo thought about everything that might deter a man from going shopping for clothes. Too many people in the shop, no sales staff available, waiting times for fitting rooms and tills, bags to carry home, etc. Not to mention the pressure he might feel to make a purchase right away. To remove these obstacles, Bonobo has come up with a new **shop format that is smaller than its usual outlets, somewhere between a showroom and a boudoir, offering both physical and digital shopping, and from which you leave empty handed** (even if you make a purchase). This allows a new type of relationship to be built with customers. Indeed, reducing the number of personnel, the surface area and the quantity of stock gives retailers the opportunity to offer consumers **a totally new shopping experience**, with a degree of comfort and a level of service that have grown rare. Here, sales assistants can fully demonstrate their ability to advise and guide their customers thanks to their knowledge of the products. **Perhaps the aim of all retailers should be to turn shopping into an event.**



What if brands decided to target those who don't actually like them?

Why should targeting, a key marketing principle, always be directed at populations who already feel positive about the brands that are trying to appeal to them?

www.club-innovation-culture.fr/musee-saint-raymond-toulouse-seduire-visiteurs-museophobes

Emmanuelle S. / Digital Marketing

Seen in Toulouse

Last December in Toulouse, Saint-Raymond Museum, which is devoted to antiquities and archaeology, devised an original promotional campaign aimed at those who tend to avoid museums. Its aim was to showcase a new way of enjoying its exhibits. Six people aged 18 to 45 were recruited via social media and invited to the museum (where they also received a welcome gift) to try out a new form of guided tour. To win them over, the museum created a two-hour journey of discovery that placed the emphasis on having fun with its collections thanks to "mystery boxes", statue hunts and even fishing games.

What to think of it?

Although tailored to a cultural context, the approach taken by this museum in Toulouse could well inspire companies from the world of retail, because it challenges marketing's traditional rules. Indeed, the museum's strategy involves **deliberately targeting a reluctant population** instead of seeking to grow or diversify its natural audience. It does so by offering an alternative proposition (a new type of visit, a new approach) **instead of trying to convince them to buy in to the current offering**, which they would automatically shy away from anyway. The museum's traditional visitors lose nothing of what attracts them to the location, while new visitors no longer feel out of place. This is an effective way for the museum to enter people's conversations that goes beyond simply advertising its exhibitions. A **great way of creating a buzz** and appealing to all those who respond well to **offbeat marketing methods** that give them a sense that the advertiser is **reinventing the rules that govern their sector**. Could targeting populations that might initially seem resistant actually be an opportunity for brands to **update the messages they send out** to their "true" audience and thus to demonstrate their vitality and creativity? This may well be a winning strategy on many fronts.



And also...

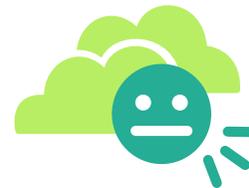
More care products, fewer clothes. This is the message that emerges from the latest INSEE survey on the sums French consumers spend on their physical appearance. In 2015, households spent **7.3% of their budget on their physical appearance, i.e., €3,000 per household**, a percentage that has halved since 1960. The proportion of household budgets that is allocated to clothing, the top item in the “physical appearance” category, has dropped significantly in favour of personal care products.



According to paint manufacturer Axalta Coating Systems, white is still the most popular colour for cars, whether the buyer is European, Asian or African. **37% of the cars assembled are painted white**, with black coming second ahead of light grey, dark grey and red, followed by blue and beige.



According to the first survey published by L'Observatoire du Commerce Mobile, **26.5% of digital transactions in France are carried out using a mobile**, compared with 39% worldwide. 70% of customers who are about to make a purchase in a store use their mobile to compare prices (73.6%), search for other products (72.5%), read reviews (72.4%), visit the shop's website (69.6%) and check availability (67.2%).



According to the latest Consumer Reports satisfaction survey, **Tesla leads the rankings with a satisfaction score of 91%**, followed by Porsche (84%) and Audi (77%). Subaru sits in 4th place. With a score of 53%, Fiat comes last in the ranking, in 29th place. Just ahead of the Italian brand are Nissan (54%) and Infiniti (58%). BMW is in 14th place, Mercedes in 19th and Volkswagen in 24th. The satisfaction score is calculated according to the number of people who own a car less than three years old and who answered “Absolutely” when asked if they would buy a car from the same manufacturer in the future.



Summing up

Colis Privé is currently trialling a parcel box that can be accessed 24/7 and which is able to notify the recipient when a parcel is placed inside. The delivery time and weight of the parcel are recorded and a text message is sent to the recipient, who can then open the box using their smartphone.

 **Loïc M. / Echangeur**

Tesla recently announced that all its vehicles will be compatible with 100% autonomous driving thanks to a new set of cameras and sensors that will only be activated at a later date.

In Cologne, the recently opened The Good Food supermarket only sells out-of-date or “ugly” food. No prices are displayed. It is up to the customer to decide what to pay... Supermarkets selling “waste food” are also appearing in the UK and Denmark.

www.dw.com/en/first-german-supermarket-sells-waste-food-only/a-37426777

 **Damien S. / Retail Strategy**



Kodak took advantage of the CES in Las Vegas to announce the return, in late 2017, of its Ektachrome film, which it stopped producing in 2012 following a drop in sales. Meanwhile, its Super 8 camera will return to the market in the spring.

 **Jean-Pierre B. / Retail Marketing**

Rose Association recently launched RoseCar, a free ride-sharing platform that allows patients who live close to each other to travel to hospital together to receive their treatment.

www.covoiturage-rosecar.fr

In Beijing, KFC is trialling facial recognition software capable of suggesting menus to its regular customers, the aim being to speed up their orders. The software is also able to make suggestions that break from people's normal habits.

 **Quentin H. / International Marketing**



Enocar is a start-up that combines ride sharing with wine delivery. The perfect way of putting wine tourists in touch with wine lovers.

<https://nocar.fr>

 **Damien S. / Retail Strategy**

Wombee is a social media platform that enables customers of a hotel to meet other like-minded guests through shared activities.

www.wombee.com/fr

Crown Heights, a French firm that specialises in digital signage, recently launched MySelfie, a connected touch screen terminal that enables a store's visitors to take a selfie and share it via social media, receive it by email or print a Polaroid snapshot.

www.crown-heights.fr/my-selfie



Word of the month



Lagom is a Swedish philosophy of life based on moderation, which could be translated as “not too much, but just enough”. One of its key principles is leading a life based on minimalism, particularly in the home, by not accumulating too many things and making the most of what one has. The word has been widely tweeted over the last few months. Ikea is now examining the topic in conjunction with the University of Surrey, and there is also a magazine entirely devoted to the trend.

www.ikea.com/gb/en/ikea/

ikea-live-lagom

<http://readlagom.com>

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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