

# l'œil

de L'Observatoire Cetelem

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in depth study of new  
consumption trends

www.observatoirecetelem.com

## Are brands set to take a step back, leaving their customers to exchange their products amongst themselves?

The goal of brands isn't always to convince consumers to buy their products. In fact, there are many other ways for them to connect with the public.

[www.petit-bateau.fr/e-shop/Landing/lp-app/1/petitbateau-app.html](http://www.petit-bateau.fr/e-shop/Landing/lp-app/1/petitbateau-app.html)

 Damien S. / Retail Strategy

### Seen on the Web

Petit Bateau recently gave its customers access to an application that includes not only an e-shop and a digital loyalty card, but also a buy-and-sell section that allows them to exchange items of the brand's clothing with others. The initiative supports the circular economy by giving used clothing a second life, as well as implicitly highlighting the durability and robustness of the brand's products, more than 80% of which are made in France. Petit Bateau puts buyers and sellers in touch via a peer-to-peer ad interface and users are free to define the selling price, shipping fee and payment method. Petit Bateau takes no commission on transactions.



### What to think of it?

At a time when all brands are wondering how to reinvent themselves in the eyes of consumers without having to overhaul their offering, Petit Bateau's latest idea may well serve as inspiration. Primarily, because it illustrates one of the possibilities open to **brands that wish to appear empathetic**: capturing the spirit of the times and meeting the new expectations of consumers. Today, the trend is to accumulate less and share more, leading to more responsible consumption. And tomorrow? Well secondly, through this initiative, Petit Bateau is defining a **new brand attitude**, i.e., not just being a brand that is what it sells and which endeavours solely to convince and generate sales, but one that is also capable of letting its customers take centre stage by allowing them to contact one another. A **"platform" brand that brings people together, but also a "background" brand that is unafraid to put its transactional proclivities to one side**. A stance that could almost be termed "modest" and which marks a clear shift in thinking on the part of brands, which are more accustomed to verticality and communicating with consumers purely to incite them to make a purchase.

## Virtual reality headsets add a touch of magic to the in-store experience: the future is already here



More and more stores are being tempted to offer their customers a taste of virtual reality, taking them to a fantastical otherworld without leaving the point of sale.

<http://fr.sergelutens.com/perspective-serge-lutens>

### Seen at Land Rover and Serge Lutens

Jaguar Land Rover recently announced the deployment (between now and the end of the year) of a brand new sales channel across its network: virtual reality. Customers will be able to don a virtual reality headset and climb aboard any of the brand's new models, with the configuration of their choice. The system will also enable sales staff to present the manufacturer's latest vehicles without having to wait several months for the real-life model to arrive at the showroom. The virtual reality headset will not only offer a 360° view of a car's interior, it will also be possible to take a look under the bonnet. This innovation has also made an appearance in the beauty world, with perfumer Serge Lutens now offering a 360° experience to customers of its Palais Royal store. This includes full immersion in his Marrakech Riad as well as a treasure hunt via the Perspective Serge Lutens app. The latter references the Palais Royal's secret spots, which are marked with symbols of the brand.

### What to think of it?

Although they are still rare, given their cost, it seems inevitable that more and more virtual reality headsets will be popping up in points of sale. First, because they offer **a response to the hunger for thrills and new experiences** expressed by consumers. Second, because they will enable retailers to **showcase their entire offering** without having to worry about the cost of running an outlet, but also to highlight **new facets of their identity**: their history, their manufacturing processes and even their "inside secrets". As this type of innovation becomes widespread, **transporting customers to a fantasy world far removed from strictly commercial concerns**, the retailer-customer relationship is only going to become **more fun and emotional**. This will provide fresh motivation to enter a store. Tomorrow, the goal of retailers will be not only to expand their clientele as much as possible, but also **to have a strong impact on a smaller population** who will widely publicize their experience via social media. **Successfully attracting attention and generating emotion is an additional way of surviving in a market.**

## Stations are becoming shop windows for the SNCF's social responsibility and modernity. Times are changing...

Railway stations that would once have been closed down or sold off could now be given a new role, making them much more than just a waiting room with a newspaper kiosk.

### Seen in a Paris station

Keen to transform its stations into living spaces, the SNCF launched a call for projects, dubbed the "Shared Station Challenge", to prompt the emergence of innovative and collaborative services. The initial results can now be seen at Pont-Cardinet in the 17th *arrondissement* of Paris. This station is now home to eight start-ups that offer services to local inhabitants and travellers alike. Users can pick up a meal using the Monsieur Bonape platform, gastronomic kits from Les Commis and fruit & vegetable baskets from La Ruche qui dit Oui ! They can also take advantage of the repair and odd-job services offered by Needelp, clothing alterations by Quatre Epingles and Gogomitch's goods transport service. Other businesses at the site include Le Comptoir Urbain, from which consumers can pick up their shopping, and Enai, which offers beauty treatments and massages. By the end of 2017, the Paris region should feature ten or so spaces of this kind.



### What to think of it?

What if the SNCF's role was no longer just to transport people, but also to optimise their time? Reducing journey times, allowing them to forget how long it takes to get from A to B, while extending and qualifying the time they spend in stations, which the company hopes will gradually **metamorphose from places of transit into living spaces**. In the past, old stations would be closed or sold. Today, they seem to offer an answer to modern requirements (or at least some of them do) and are becoming "urban villages" in their own right: a new kind of real estate for providers of practical and day-to-day services that are designed to meet the needs of those who pass through them and smooth out their daily routine. **Innovating sometimes means suggesting new ways of using time, so as to establish a new type of rapport with customers**. Through this project, the SNCF is also seeking to back innovative companies from the digital world, not only to give them greater exposure, but also in the hope that their up-to-date image will rub off on the group. **Cyberspace is therefore helping to reinvent the real world**, while also allowing the SNCF to show its support for the local and digital economies by supporting direct channels and young start-ups. By setting aside space in some of its stations for day-to-day service providers, the SNCF appears to be telling its users that **it wants to play a role in their lives that goes beyond simply providing transport**. It wants to get to know them better and create a sense of community that could become a strategic advantage in the future.

## What if the demand side helped the supply side to meet its objectives?

Initiated by Airbnb and Uber, the idea of calling upon a private individual instead of a professional to perform simple tasks is gradually gaining ground and could soon reach the world of retail. A few precursory signs are there for those who look.

[www.carrefour.eu/fr/bringr](http://www.carrefour.eu/fr/bringr) / [www.teeps.co](http://www.teeps.co)

Emmanuelle S. / Digital Marketing

### Seen in Belgium

Thanks to bringr (a mobile app by Bpost), Carrefour in Belgium now offers consumers the chance to deliver shopping to the homes of other customers who have ordered items from its click-and-collect stores, a service for which they are paid. Eight of the retailer's hypermarkets and eight of its minimarkets are taking part in this initial trial. Meanwhile, in France, the Teeps app puts private individuals who are looking for guidance in touch with product enthusiasts. Using a chat interface, the latter can give the former free and impartial buying advice in a marketplace featuring more than 300,000 items. It is almost as though they are accompanying buyers during their shopping sprees. If a purchase is finalised, "advisors" receive half of Teeps' commission, which ranges from 15 to 30%.



### What to think of it?

Although they inhabit two different worlds, both initiatives serve to confirm that **the line between supply and demand is becoming increasingly blurred**. With Carrefour's scheme in Belgium, consumers are essentially working for the retailer by helping it to "deliver" products to its customers, thus enabling it to meet the strategic challenge posed by the final journey between the click-and-collect point and the home. Meanwhile, Teeps allows individuals to become opinion leaders for a marketplace, replacing salespeople in the process and meeting growing demand for dialogue on the part of potential buyers who seek stronger guidance when perusing what is on offer. **These services are initiated by the supply side, but implemented by the demand side, thus creating new roles for consumers and sellers alike**. Tomorrow's commerce will be affected not only by the spread of new technologies and the use of customer data, it will also be shaped by the changing relationship between brands and consumers, most notably the capacity of the former to transform the latter into **an autonomous community that is able to carry out certain services on their behalf on an occasional basis**. It all began when retailers enabled customers to exchange opinions via forums set up for their use. Today they have taken a fresh step forward by bringing consumers on board to help them enhance their services. **This adds a whole new dimension to the concept of "consumactors"**.

## And also

Generation Z – 13-21 year olds born in the digital era – continue to prefer shops. Although 74% of those surveyed state that they spend their free time surfing the web, **98% would rather make their purchases in stores**. Online shopping follows in second place with 76% and apps come third with 48%. This preference can be explained by three factors: product availability (66%), the ability to take advantage of special offers and loyalty programmes (65%) and the pleasure of the experience itself (56%).

(Survey conducted by IBM on a panel of more than 15,000 people around the world, on behalf of the National Retail Federation).



**Housing is the number one “environmental focus” of French citizens (54% are very mindful of its environmental importance)**, according to the second L'Observatoire Cetelem Zoom survey on housing. However, this focus may be somewhat biased, given that two-thirds of respondents state that they have adopted eco-friendly habits in their home chiefly for financial reasons.

(Online survey conducted by Harris Interactive between 7 and 9 March 2017 on a sample of 1,011 people.)



According to a YouGov survey conducted on behalf of Monster, **80% of Millennials (18-36 year olds) made at least one compromise when they accepted their current post**, while 60% say they envy the conditions under which their parents entered the world of work. If they could choose, 50% of French Millennials would go freelance and 47% would consider starting their own business. The trend is much stronger in France than in the Netherlands (37%), Germany (31%) and the United Kingdom (30%).



According to a survey carried out by ShopperTrak, the title of which is “Restructuring retail: what does the future hold for traditional stores?”, consumers have high expectations of physical stores when it comes to the shopping experience. 41% of respondents believe that online shopping is more personalised, **but more than half (51%) continue to make their purchases in shops**. Practicality, customer service, transparency, a personalised experience and pre-purchase research are the five key concerns of customers.



## Summing Up

On 13-17 March this year, Transavia and Uber ran a special promotional campaign christened UberESCAPE, which offered customers 48-hour European city breaks departing from Paris, Nantes or Lyon at a price of €70, including return flight and Uber journeys.

 *Patricia B. / L'Observatoire Cetelem*

Any motorist who uses the Waze GPS app and passes close to the Puy du Fou theme park can receive information about its various attractions.

In France's Hautes-Alpes region, Easy Vallée offers customers on-piste lunch deliveries (on skis) at five pre-defined pick-up points.

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

 *Christian Y. / Brand, Communication & Advertising*



Kiabi has signed a partnership with Les Loups Bleus, a clothing brand for disabled children and teenagers, enabling the retailer to offer items designed for mobility-impaired kids.

[www.kiabi.com/kiabi-x-les-loups-bleus-enfant-fille\\_295338](http://www.kiabi.com/kiabi-x-les-loups-bleus-enfant-fille_295338)

The city of Amiens offers local traders and companies the chance to sponsor a parking meter (for a fee of €500). The money is then used to purchase tickets to cultural and sporting events, which are donated to the inhabitants of deprived neighbourhoods. The city has entrusted the design of the parking meters to two local artists.

 *Emmanuelle S. / Digital Marketing*

Dreamt up by Leroy-Merlin, Enki is an app that groups together every connected object in a home, regardless of their brand: burglar alarm, power sockets, lights, heating, etc.

 *Patricia B. / L'Observatoire Cetelem*



Ouistock.com is a website that connects individuals who have space (to rent out) with those who lack it. The average price is €80/month, insurance included.

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

As of 1 April, US hypermarket chain Walmart has been selling new and used cars in four cities in the country's southern states.

Also in the United States, American bank Capital One is opening cafés in the country's biggest cities in the hope of attracting a new generation of clientele. The menu is comprehensive and customers who pay with a Capital One card get 50% off their drinks. At the back of these cafés, advisors are on hand to answer the questions of customers and to give workshops.

[www.capitalone.com/cafes](http://www.capitalone.com/cafes)

 *Veronique B. / Brand, Communication & Advertising*




## Word of the month



**Breadcrumbing:** a practice that involves getting in touch with someone on a fairly regular basis so that they don't lose interest in you, but not often enough to maintain a real relationship. This can include the occasional "like" on social media or the odd SMS.

*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: Sally Guilbert  
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™