

l'œil

n° 242
June 2017

in depth study of new
consumption trends

by L'Observatoire Cetelem

www.observatoirecetelem.com

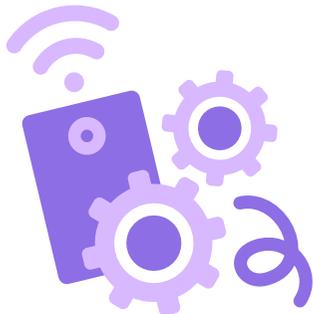
The music played in stores isn't just about creating an atmosphere

Many retailers today are thinking about the architecture of their shops and their visual identity. Only too few, with the exception of certain forward-thinking stores, include background music in this process, despite the great appeal it holds for young customers.

www.shazam.com/fr/artist/10111762/mango

Seen in Spain

In around twenty of its Spanish stores, clothing retailer Mango recently set up a partnership allowing customers to access its playlists via mobile app Shazam. The added bonus is that they can actually choose what music is played in the store. What's more, the retailer has set up its own page on Shazam, where it can showcase its latest collections and advertise promotional offers. This is the first personalisation service of its kind to be launched in Europe.



What to think of it?

Although it may seem trivial, Mango's initiative perfectly illustrates the desire of retailers to establish a relationship with their customers that is not purely transactional (e.g., prices, discounts and loyalty cards) but more emotional. **While selling remains their *raison d'être*, the paths that lead to a sale are being re-examined.** Architecture, interior design and olfactory atmospheres have already attracted the focus of retailers seeking to create the ideal ambience. Music less so, despite it holding an important place in the hearts of Millennials, for whom it represents a crucial window on their lifestyle. By allowing its customers to choose the soundtrack to their store, Mango is creating **new points of contact with consumers**, to whom it is essentially saying "**make yourself at home**" as a way of encouraging them to head to its shops with their friends. Thus, stores are confirming once again that their goal is to become **living spaces for certain generations, where they can share music, hang out and... consume.**

Creating astonishment and forming a bond: the two latest ways in which retail is reinventing its relationship with customers

Offering a modern take on retail isn't just about designing thrill-packed stores dominated by screens. It can also mean having a larger and more helpful team of staff.

www.nafnaf.com/fr/roomservice-1735.html

Seen on the Champs-Élysées

To coincide with the renovations being performed on the building that houses its Champs-Élysées store, which have forced it to reduce the size of its sales floor, retailer Naf-Naf has come up with a temporary concept dubbed "Room Service", which is due to continue until the end of June. This pop-up store is inspired by luxury hotels, both in terms of its atmosphere and its number of sales assistants, which is higher than usual. Here there are no tills. Customers try on items of clothing and leave empty handed. The products they have chosen are delivered to their home, hotel or workplace within 24 or 48 hours, whether it be in Paris or as far as China. Clothes rails inspired by those found in hotels are used to wheel items to the fitting rooms, the heart of the store. Customers also have a bell to ring should they need advice. The store only features the most fashionable third of the brand's collection, with only a few sizes available. Hence the importance of the advice given by the sales assistants, who are all dressed in pale pink, as are the rest of the team and the security guard!



What to think of it?

Faced with the growth of e-commerce, retailers are now attempting to come up with new sales models, **both to reinvigorate their relationship with customers and to highlight their vitality** by reinventing themselves in what is an ultra-competitive market. Some choose to expand their sales floor and create spectacular atmospheres in an effort to underline their prestige. Others **increase the number of sales assistants on hand or restrict the size of their product range or sales floor to instil a feeling of belonging to a community.** Naf-Naf has decided to do the latter. Incidentally, it is worth noting that a retailer would once have closed a point of sale completely during renovations. Today they might turn this constraint into an opportunity to try out a new concept. "**Doing something new with less**" is becoming an increasingly common philosophy, the objective being not only to minimise the loss of sales, but also to use the opportunity to **trial new forms of relationship with customers.** For Naf-Naf, the aim is to generate an element of surprise by stocking only certain items from its range, which customers cannot take home but are instead delivered. It also hopes to build a stronger rapport with shoppers, thanks to less anonymous, more numerous and more helpful sales staff, and a more intimate environment. **The focus has been placed on friendliness and the unexpected,** the aim being to illustrate, particularly to the big players of the e-commerce world, that **what makes a retailer is its relationship with its customers.**

For retailers, speaking to families also means speaking to children

To boost the appeal of physical stores in response to the onslaught of e-commerce, special offers and rewards are not the only option.

 *Marshal S. / Brand, Communication & Advertising*

Seen in Angoulême, Lille and Val d'Europe

Women's clothing retailer Kiabi has developed an augmented-reality game for three of its stores. It has been designed specifically to keep 4-10 year olds busy while they shop with their parents. Using their smartphone or the tablets provided, Kibi's, which was inspired by Pokemon Go, lets kids enter an augmented-reality world as they visit the shop's aisles. This world is inhabited by Kibi's of all colours, who are under threat from a "baddie" who wants to eradicate them. To save them, children can play one of four minigames that require them to take a photo of their parents and colour them in. When the adventure is over, they can be photographed with all the Kibi's, which appear in augmented reality, send the photo by email and collect a sticker of their favourite character. The game is set to be rolled out in all Kiabi stores by 2018.



What to think of it?

When a retailer wants to draw attention to itself, it doesn't necessarily do so by slashing prices or holding special events. It may also try to **demonstrate its capacity to listen to its customers and understand their lifestyle**. It might, for example, think about how to make shopping as smooth as possible for families, when parents are guided by a specific objective and children are expected to follow quietly. **A successful shopping trip should also be an enjoyable shared experience in a store that makes you feel at ease**. And that is where Kiabi's latest initiative comes in. Here, new technology is not used in the usual way, i.e., to speed up or facilitate the customer journey, but to **actually make it fun to spend time in a store**, particularly for kids who are now accustomed to living as much in the virtual world as in reality. By offering them an interactive game, the retailer is showing them that it is at the cutting edge of its industry, enabling them to take part in a new shopping experience and in their new advertising concept ("Kiabi colours your life"), and **demonstrating that a shop isn't just a place for transactions but also one that is conducive to play**. This will undoubtedly seem more natural to this young generation than to their parents, and will surely contribute to **altering their perception of shops**.

What if real-world brands sought to attract the communities of virtual brands?

The communities built by internet players are now coveted by brands from the "real world". The result could be a whole new approach to collaboration.

www.blablacar.fr/presse/news/blablacar-offre-voiture-covoitureurs

Seen on the Web

Thanks to a partnership signed with Opel and long-term specialists ALD Automotive, certain members of the BlaBlaCar community, namely its Ambassadors, will soon be able to enjoy discounts when they purchase or hire some of the carmaker's models. For instance, the Corsa will be available to the most active ride-sharers as part of a long-term hire package priced at €184 per month with no initial rental. Other models such as the Mokka, Astra and Zafira will also be available at a reduced price. A BlaBlaCar Ambassador is a ride-sharer who has been registered with the site for more than one year, has completed at least 12 journeys and has received at least 12 positive reviews.



What to think of it?

Given the fact that all web players, from the smallest bloggers to the biggest e-commerce sites, have strong communities that make them unique and enhance their reputation, it is hardly surprising that "old-world" brands, such as car manufacturers, are now tempted to enter this arena so as to overhaul their image while also reaching new populations. **The retail sector's current vibrancy owes a great deal to the interplay between the real and virtual worlds**, which brings with it countless opportunities to try out new approaches. Those that involve addressing an existing community to strengthen one's brand are particularly effective. Firstly, because a community is driven by shared values that transcend the differences found within it. **Getting just one of its members on board means potentially reaching all those who share their values**. The efficacy of the process is much greater than that of traditional media. Secondly, because belonging to a community allows transactions to be approached differently. **The lines between buyers and sellers are blurring** and terms such as "advice", "recommendation" and "exchange" are being used instead of "buy" and "sell". To embrace an offering aimed specifically at one's community **is to reaffirm one's identity and reinforce one's feeling of belonging**. This is so much more gratifying than the traditional way of making a purchase.

And also

The latest L'Observatoire Cetelem Zoom survey (3/3) on housing, conducted by Harris Interactive, reveals **the tension at play in the minds of young people between privacy and accommodation sharing**. Indeed, they are more likely than average to prefer rooms that grant them a certain level of privacy (**63% compared to 31% on average**) the bedroom and bathroom, in particular. They are also more likely to prefer a home in which each occupant has their own private room (71%), compared with just 29% who prefer accommodation that is totally shared.

(Online survey conducted from 18 to 20 April 2017 on a sample of 1,051 people.)



According to a report recently published by Union Sport & Cycle, the cycle market experienced **year-on-year growth of 6% in 2016**, to €1.795 billion. The number of bicycles sold exceeded 3 million. While they still only account for a small proportion of overall sales, 130,000 electric bicycles or e-bikes were sold in 2016, **a leap of 33%** compared with the previous year.



According to Médiamétrie, four out of five French citizens use social media each month, with Facebook, YouTube and Twitter attracting the most users. **Each day, 26.5 million people in the country sign in to at least one social media platform**, with these networks accounting for the majority of the content circulated online (articles, videos, etc.), according to the institute. 84% read news articles shared by those close to them, while 49% watch videos shared by friends.



In addition to green walls, *Wired* specialises in **wood-based urban construction projects**. Today's towns tend to be sculpted from concrete and metal. But more and more architects are seeing the appeal of the firm's innovations and environmental credentials, prompting them to readopt this traditional material, which had been largely discarded after the numerous building fires that occurred in the 19th century.



Summing Up

BlaBlaCar's latest venture, BlaBlaLine, targets the short-distance ride-sharing market, including commuters. Each time a passenger makes a request, they are suggested a line, which is essentially a journey between the pick-up and drop-off points closest to the locations selected. Lines are automatically activated and suggested as soon as a sufficient number of drivers confirm that they will be making the same journey, in both directions.

 *Guillaume R. / Echangeur*

On 7 June, the Museum of Failure, which documents the biggest commercial duds of the 20th century, opened in Helsingborg, Sweden. Exhibits include the Apple Newton, the Kodak Digital Camera and Colgate's frozen lasagne.

<http://museumoffailure.se>

 *Patricia B. / L'Observatoire Cetelem*

Groupama recently launched a new website christened "Le Trajet le Plus Sûr", which allows users to find the safest route from A to B based on road accident statistics. The journey time of the route suggested never exceeds that of the fastest option by more than 20%.

 *Emmanuelle S. / Digital Marketing*



Ford recently unveiled a prototype crib that helps infants get to sleep. The crib uses a recording to simulate the sensations experienced during a car journey.

<http://social.ford.fr/ford-invente-le-berceau-connecte-qui-endort-bebe-en-simulant-un-trajet-en-voiture>

 *Véronique B. / Brand, Communication & Advertising*

Created and developed in France, HOÉ is a bracelet that cyclists can use as an indicator. Once fastened to the wrist, it detects movements and flashes when the arm is held out. It boasts a battery life of 60 hours.

<https://fr.ulule.com/ho-e-clignotant-automatique-velo>

 *Christian Y. / Brand, Communication & Advertising*

In early April, Lille's working-class Five neighbourhood became the location for the Hauts de France region's first cooperative supermarket, christened SuperQuinquin ("The supermarket that makes you the hero"), which was inspired by La Louve in Paris.

<https://superquinquin.fr>

 *Damien S. / Retail Strategy*



To reduce the number of plastic bottles in circulation, three students, the founders of London-based start-up Skipping Rocks Lab, have invented "Ooho", an edible 4cl water bubble that is entirely biodegradable. The project is currently the subject of a crowdfunding campaign.

www.skippingrockslab.com

 *Celia H. / Brand, Communication & Advertising*

Falling Fruit is a collaborative map showing all the cities in the world where gleaning or freeganism is possible.

<https://fallingfruit.org/?locale=fr>

 *Véronique B. / Brand, Communication & Advertising*

Start-up Wilov offers connected car insurance (via an app and a bluetooth sticker) that means customers only pay when the car is being used. This is an ideal solution for those who only use their car for a few days per month.

www.wilov.com

 *Patricia B. / L'Observatoire Cetelem*



Word of the month



JOSI: first there was FOMO ("fear of missing out"), then there was JOMO ("joy of missing out"), now we have **JOSI** or "joy of staying in". This appears to confirm the growing popularity of "Hygge" (pronounced "hoo-ga"), a Danish concept that involves embracing those simple moments of joy and well-being one experiences at home.

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
Designer and Writer: Patrice Duchemin
Design: Lords of Design™ / **Drawings:** Fred Chance™