

l'œil

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in depth study of new
consumption trends

by L'Observatoire Cetelem

www.observatoirecetelem.com

Combining the educational with the commercial to make utopia a reality

The “zero-waste” concept, an idea that is as appealing as it is theoretical, is gradually becoming a reality. The launch of a venue devoted to the cause is a sign that a new phase is commencing...

<http://lamaisonduzerodechet.org>

 Emmanuelle S. / Digital Marketing

Seen in Paris

On 1 July this year, in the Montmartre neighbourhood of Paris, France's first Maison du Zéro Déchet opened its doors on the initiative of French NGO Zero Waste. The premises have been divided into three parts. The first is the “store and deposit”, which sells products with no packaging, jam made from unsold produce, meal boxes, flasks and all the products needed to recycle waste. The second offers training workshops for those keen to find out more about this approach to life, which includes learning how to make your own deodorant or toothpaste, attending a worm composting demonstration or even tasting products sold in returnable packaging. The third contains the offices of Zero Waste France, an association with a network of 800 entrepreneurs.



What to think of it?

While it is clearly aimed at a fairly wealthy urban population, given that its products are a little more expensive than their less sustainable equivalents, the Maison du Zéro Déchet can be viewed as a source of inspiration for all those who are wondering **how to transform their intention to alter their behaviour into a day-to-day reality**. The aim is to take this philosophy beyond the stage at which it is just an idea or the latest magazine trend. Building a venue devoted to a cause is, first and foremost, **a public expression of commitment and support**. It's also about creating **a space that allows the public to meet and chat** with professional association members and which can host any events that might be organised. The concept goes much further than simply establishing a presence on the web or in traditional media. But the really clever thing here is the idea of selling tools and equipment that will **not only enable people to learn but will also lead to the adoption of the new behaviours the association seeks to encourage**. Enabling individuals to embrace the right habits thanks to the right products is a great illustration of how **education can be combined with business** to bring about change in people's daily lives.

Why should hotels only be for tourists and those who are just dropping by?

Given their position in the heart of our cities, hotels seem to have everything they need to become a one-stop shop for services aimed at a neighbourhood's residents

Seen in Paris

This summer, hotel group Accor trialled its new app, AccorLocal, in eight of its Paris establishments in conjunction with concierge service provider John Paul. The application is aimed at repositioning the group's hotels at the heart of neighbourhoods by allowing local inhabitants to access services that are usually the preserve of those who are just making a fleeting visit to the area: dry-cleaning, flower ordering and pick-up, booking yoga classes and parking spaces, breakfast, etc.



What to think of it?

Faced with tough competition from Airbnb (whose appeal has spread beyond Millennials), traditional hotels are looking for new ways of attracting attention and thus raising their profile in the minds of consumers. Does it make sense to solely target a clientèle who are only passing through when they could also draw in local customers by promoting the various services they can offer? Why would they confine themselves to being just a place to sleep? Every brand and retailer must now ask itself how it can **reach populations other than those that come “naturally”**. This is a great way for them to mark themselves out by displaying a **disruptive modernism** that questions the codes and conventions of the market they inhabit. Accor had previously launched Jo&Joe, a “cool, open and hybrid” hotel concept that is a cross between a youth hostel, a traditional hotel and a rental apartment. Its yoga and cooking classes are resolutely designed to appeal to Millennials. Today the group continues down this path by attempting to **make its hotels not only a part of local life, but also a “service hub” for the city**, in a similar vein to the approach taken by the SNCF to breathe new life into railway stations it had previously closed (see the April edition of L'Œil). Uncovering the secret to **creating something surprising out of something that already exists** could well become a key marketing challenge for tomorrow's brands.

When the boundaries between a store and its customers are blurred, this drastically changes the relationship between them

As new technologies spread, the distance between customers and shop assistants shrinks ever more. With the former becoming more autonomous, the latter now have more time to spare...

 Véronique B. / Brand, Communication & Advertising

Seen in Arkansas and New Jersey

In three of its outlets in Arkansas and New Jersey, US retail chain Walmart is currently trialling a new delivery system for online orders that relies on employees of the store who are travelling to and from work. Walmart transports online orders to the relevant stores using its own trucks, leaving the final leg of the delivery process to shop staff. They don't have to accept these assignments, but those who do are paid a bonus for their trouble. These employees are provided with an app that enables them to register their route.



What to think of it?

While Walmart's idea may raise eyebrows (some might even find it shocking), it does reveal something about two major challenges retailers will have to face up to in the future. The first is to **resolve the last-mile delivery conundrum** so as to deliver goods by the promised deadline and gradually become **providers of a service and not just products**. Who better to deliver online orders than the staff of a local store? The other challenge relates to the role sales assistants will need to play as tills are gradually phased out and customers become increasingly well informed about the products that interest them. While it may be perceived as an additional burden, getting staff to make deliveries to locations they pass through on their daily commute, if they so wish, is an opportunity for retailers to highlight the fact that they are **run by local people for local people**. It is also a new way of **demonstrating that they are committed to the local community**, one that is comparable to a store stocking its shelves with the products of local producers. Reducing distances in every possible way is the new challenge facing retailers.

A brand that consults its community before making any decisions: a new way of embracing the “direct to consumer” approach



All e-commerce brands have their own community. Some have chosen to assign theirs as much importance as they do to their product offering...

www.glossier.com

Seen in the United States

Glossier, a new small-scale cosmetics brand that is creating a real buzz, has taken it upon itself to bring beauty to the masses by sharing knowledge. Indeed, the brand (which raised the funds required for its launch at the beginning of the year) is behind the “Into The Gloss” blog, which was started in 2010 and attracts two million unique visitors per month, half of whom live outside the US. At Glossier, the community is permanently involved: prior to product development through the comments posted to identify the needs of customers, when the products are first formulated and tested by the community, and when the final version is launched and sent exclusively to the most active and influential fans, so as to generate reviews of the products before they even hit the market. Customers can also organise FaceTime sessions with the brand's advisors or interact with others via a Slack thread that attracts more than 2,000 messages a week. Glossier's range (which comprises around twenty products) will be available in France in early 2018.

What to think of it?

While all e-commerce brands try to capitalise on their community of “fans” (who have replaced “consumers”, a term that has now been left to more traditional retailers) to generate strong emotional value-added, only a handful grant them the opportunity to truly express themselves. That is the objective of Glossier, a brand that started from a blog and whose product range develops according to the expectations and desires of its followers. **Here, they are not just buying a product, they are joining a passionate community, where individuals can give their opinions, take part in projects and be closely involved in the brand's day-to-day affairs.** Every new product stimulates discussion and allows opinions to be exchanged and criticism to be voiced, all for the purpose of **capturing attention, generating a buzz around each event and, ultimately, boosting the brand's desirability.** This is a model seemingly purpose-built to appeal to Millennials, a generation who thrive on the idea of breaking from convention and inventing new rules, but who also want to be heard when it comes to the products that interest them. This is a model from which traditional brands would be advised to draw inspiration, given that their idea of creating a sense of community is usually reduced to processing consumer data in such a way as to conjure up emotional appeal.



Word of the month

Xennials: a new term to designate the members of the “micro-generation” born at the end of the 70s or the start of 80s. Nestled between generation X and the Millennials, Xennials had an internet-free childhood and grew up with Star Wars, Gameboys, MSN Messenger and Windows 95. They're too old to be young and too young to be old...



Catching the eye

According to the Observatoire survey on consumer behaviour and retail trends, **79% of the French population believe that brands have a duty to benefit society** and 72% are mistrustful of retailers that are dehumanised by digital technology and artificial intelligence.

Clothing and sporting items are the leading categories of online purchase made by consumers in **Germany (64%), France (57%) and the UK (55%)**. In France, m-commerce accounts for just 27% of e-commerce transactions, compared with 50% in Spain and 90% in the UK.
(source: yStats.com)



A glance in the rear-view mirror

In January 2003, L'Œil featured the following item e-wardens

The facts

In the small town of Fontanil-Cornillon, to the north of Grenoble, an SMS-based communication system has been set up to replace traditional countryside wardens. Thanks to their mobile phones, local inhabitants can now receive messages about their town, including information about upcoming events and concerts and, more importantly, alerts in the event of major incidents, such as the heavy downpours that occurred in June this year.

The analysis

This local micro-initiative illustrates how new technologies are going to change our daily lives and our relationship with local authorities. The SMS system is going to transform the circulation of local information. Messages will be shorter, more direct and more personalised, thus increasing their impact and making them easier to absorb. By bringing the information citizens receive from their local council into the 21st century, might SMSs one day serve to unite the communities of towns across the country, rather than being confined to conveying messages between these communities, as they are today?

Summing Up

Throughout the summer, car maintenance network Roady offered a rescue scheme for lost teddies. For any service purchased in one of its 160 French centres, the chain promised to replace any lost teddy upon receipt of a photo of the item.

www.roady.fr/doudou-assistance

At the beginning of August at California's Oakland Airport, Uniqlo opened its first automatic clothing dispenser, christened "Uniqlo To Go". Its T-shirts and ultra-light jackets can now be purchased via the touch screen provided.

In Spain, Michelin has developed BikeSphere, an innovative technology that projects a red light onto the ground to create a safety perimeter for cyclists. When a car approaches the ring of light, the laser intensifies to optimise the cyclist's visibility and thus maximise their safety.

www.youtube.com/watch?v=4oBdU029Cw

 **Marshal S.** / Brand, Communication & Advertising



Carrefour recently inaugurated a vegetable garden on the roof of its hypermarket in Villiers en Bière. The initiative is part of the 100 Hectares objective, a commitment made by the retailer to Paris City Hall for the purpose of developing urban agriculture. The garden will be looked after by the students of an agricultural and horticultural school based in the region.

CityScan, the first geographical decision-making service for the property market, lists the advantages and drawbacks of the street and area to which future home buyers are looking to move. Ratings are based on more than 70 criteria: access to public transport, education, employment, the neighbourhood, air quality, daycare facilities, etc.

www.cityscan.fr/accueil

 **Monique B.** / PF Consulting

Ikea is joining forces with Apple to launch an augmented-reality app that allows users to try out its entire catalogue in their home, including all the options available in terms of colours and materials.



Monoprix recently launched its Shop&Give service. When the store delivers shopping to a customer's home, it picks up any fruit and vegetables that are not going to be eaten or products that have yet to reach their use-by date, so that they can be redistributed to charities. The service also includes the collection of old batteries and light bulbs.

<https://entreprise.monoprix.fr/espace-presse/communiques/shop-give>

 **Damien S.** / Retail Strategy

Air France now offers an app that allows parents of unaccompanied minors to track their children in real-time, from check-in and boarding, to arrival at the destination airport. This information can be shared with the staff accompanying young passengers.

A robot that can park cars autonomously is currently being trialled at Lyon Saint-Exupéry Airport. All the driver has to do is leave their car in a designated enclosure, from which it is taken by the robot to an empty car park space.



In Saint-Étienne, supermarket chain Casino conducted a pilot project to supply stores using trams. To do so, Casino used an old tram carriage that transported goods, not passengers. The trial took place over three days in June and three days in July.

Since the summer, Carrefour Market stores in France have been printing customer reviews on 200 of their own-brand products. These short comments are accompanied by a star rating.



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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