

l'œil

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in depth study of new
consumption trends

by L'Observatoire Cetelem

www.observatoirecetelem.com

Could a hip, hybrid and disconnected commune be the new template for co-living?

After coworking spaces, new collaborative working models are emerging, highlighting people's eagerness to reinvent the world of work.

<https://thecamp.fr/fr>

Seen a few kilometres from Aix-en-Provence

In early October, a peculiar seven-hectare campus opened in the heart of Provence, just a few kilometres from Aix-en-Provence. Christened Thecamp, it features an auditorium, a restaurant, large meeting rooms and 300 bedrooms to encourage visitors to stay over. Thecamp is keen to welcome anyone who wants to disconnect, have a break, think and talk, whether they be entrepreneurs, artists, company executives, students or even schoolchildren. In exchange for six months at the campus, they must commit to sharing their skills with the entire community. All will come to work (together and in a brand new way) on projects geared towards creating a new societal model. All that remains is for this model to be invented...



What to think of it?

The appearance of a venue such as Thecamp, in which people are encouraged to share and think, owes nothing to chance. It is both **a consequence of the success of coworking spaces and confirmation that the concepts of sharing and reaching out to others** are now very much anchored in our minds. It is by exposing ourselves to ideas, knowledge and the lifestyles of others that we can prompt new attitudes and new behaviours to emerge. The approach is both pragmatic and synergetic. Reminiscent of a commune, Thecamp is **a hip, hybrid, community-based establishment disconnected from the hustle and bustle of urban life**, a model that triggers debate and thought, helps individuals bring their projects to fruition, and contributes to shaping the future by **placing a spotlight on how we work and live together. Its purpose is to forge ties** through sharing and the circulation of ideas and by helping individuals disconnect, not from technology but from their habits. A camp for adults that proposes a **new form of remote coworking, where work, leisure and a community spirit are intertwined**. A utopic concept from the hippy era revamped by the modern world.

A blogger's perspective on the world can provide precious inspiration to any brand seeking to reinvent itself

Pondering the question of how to appeal to Millennials can lead brands to dream up new ways of presenting themselves to all their customers.

www.sncf.com/ressources/cp_box_echappees_intercites.pdf

 *Véronique B. Brand, Communication & Advertising*

Seen in Caen, Limoges and Vichy

Last month, rail operator SNCF offered Intercity weekend breaks designed in conjunction with influential travel bloggers. Christened "Les échappées Intercités", these special offers took the form of a themed box that included return train tickets, a night in a hotel, two restaurant meals and two activities to enjoy over the course of the weekend. Three destinations were available during the campaign: a gastronomic trip to Limoges with photographer Mary Quincy, a reinvigorating break in Vichy with Elisa and Max from the Best Jobers blog, and a cultural and family-focused jaunt in Caen with "digital mum" Elisa Gallois. Should the campaign prove successful, more destinations will be offered next year.



What to think of it?

Highlighting the SNCF's desire to no longer be seen solely as a rail company, but as a **travel provider**, "Les échappées Intercités" also shows us how offerings aimed at Millennials must now be put together. Working with influential bloggers is the first crucial step, not only to update one's image, but also to harness the power of social media and **re-enchant the real world**. Without the involvement of bloggers, who each bring their unique image and approach to the table, destinations like Caen, Vichy and Limoges might seem less desirable. Presenting these destinations in the form of **a box containing everything the customer needs for a successful trip** is the second important rule to be followed, because it fulfils all the requirements of an entire generation of consumers accustomed to the web's packaged offers and allows any **destination to become the venue for an enjoyable city experience**. A clever way of standing out from the competition (especially bus and car-sharing operators) and answering a question that many (retailers, restaurants, museums, etc.) should be asking: how do you go from being a destination to an experience?

By freeing up drivers, could autonomous vehicles help to alter our relationship with cars?

Homes have always been a source of inspiration for all those charged with designing the cars of tomorrow. There is now a suggestion that they could actually become an extra room.

www.youtube.com/watch?v=DxMJXFEWoRY

Seen in Frankfurt

At this year's Frankfurt motor show, Renault unveiled its Symbioz concept car, which embodies its vision for motoring in 2030: an autonomous vehicle that can enter the home to become a useful extra room that is both mobile and connected. Home and car will be able to share their energy, since the electricity stored in the vehicle's batteries can be used to power light bulbs and media screens during consumption peaks. 100% electric and autonomous, Symbioz's motor is located on the rear axle to ensure that the passenger compartment is as spacious as possible.



What to think of it?

Showcased by Renault at the Frankfurt motor show, this innovative creation marks a new step forward in the way we think about tomorrow's cars. **Here, the key claim relates neither to power, safety or environmental friendliness, but to comfort and pleasant surroundings for occupants.** A basic promise that blends space, atmosphere and acoustics, and which had been somewhat neglected until it gained fresh relevance with the appearance of autonomous vehicles. Relieved of the duty to keep an eye on the road and traffic, drivers of such vehicles are **free to enjoy other pursuits** (work, games, keeping up with the news) or chat to their passengers. Hence Renault's idea of considering cars **as locations in their own right, freeing up more quality time and potentially entering into synergy with homes, with which they could interact via exchanges of energy.** Cars have always been viewed as an extension of the home. In the future, they may actually become a part of it. Cars to fit a lifestyle could well give way to **cars to live in.**

By donning a more fun-focused image, activist movements are attracting new populations and contributing to the emergence of new concepts



The idea of consuming without producing waste is gaining ground by the day. And why not combine this approach with a party spirit?

www.wastedlondon.com/about

www.legenedalex.com/copie-de-le-projet

Seen in Paris, London and New York

In Paris, the No Waste movement is gradually capturing hearts and minds and becoming a part of the landscape. After the launch of La Maison du Zéro Déchet (see the September issue of L'Œil) and the now-traditional day devoted to the cause on 16th October, initiatives of a more festive nature are now seeing the light of day, such as Freegan Pony, a "squatter restaurant" set up at the new Parisian brownfield cultural centre Le Génie d'Alex (located under the Alexandre III bridge), which cooks meals solely using unsold food from Rungis market. In London and New York, the wastED movement assembles chefs, farmers, fishermen, retailers and designers. Together, they devise ephemeral culinary experiences (and even cocktails) using food waste.

What to think of it?

Having started off as a fairly unglamorous fringe movement (essentially involving searching through bins to pick out anything edible), No Waste has grown steadily and reinvented itself **to reach populations who are hedonists rather than activists.** Thus, it is now associated with a number of trendy events and has been added to the list of fashionable DIY activities, which includes knitting, crochet and plant growing in mini-greenhouses. But the transformation did not take place overnight. First there was a **name change**, which inevitably involved the use of English, to give the movement a more modern and appealing image. Then there was a shift in the actions initiated, which have become less solitary and more closely associated with collective experiences that are as festive as they are confidential, but which are always **carefully designed to create a buzz on social media and boost the desirability of the concept.** Maintaining a healthy conscience is not the only driver of environmentally-focused actions. The **feeling of belonging to a group** that has its own vocabulary and rituals is just as much of an incentive.



Word of the month

NEET, meaning **Not in Education, Employment or Training**, is a social category occupied by certain inactive individuals. It was initially a negative classification that included people aged 15-29 who had left the education system. Today it refers to individuals, often men, who are not in education, have no social life or are closed in on themselves. This official classification was initially used in the UK, before spreading to other countries, including Japan, France and China.



Catching the eye

Sport in the workplace – According to a Zoom survey by L'Observatoire Cetelem, just 9% of the French population participate in sport at their place of work, but 47% claim that they would be interested in doing so if they had the chance. The figure climbs to **67% for those aged under 35**. (Survey conducted by Harris Interactive from 10th to 12th October 2017)

67% of adults believe that boycotting a brand can have a positive impact and **86% acknowledge that they pay more attention to a brand's ethics** when they purchase a product or service.

(Source: Looking Further 2017, Ford)



A glance in the rear-view mirror

January 2009 Customers who recruit

The facts

To be sure that its future department managers will successfully meet the expectations of customers, department store Le Printemps now involves the latter in its recruitment process. Applicants for positions advertised by the retailer therefore meet customers of the store (who are selected from among the “best”), together with HR and sales managers, during a seven-minute “speed recruitment” session.

Analysis

While it is not unusual in the world of fast moving consumer goods for buyers to become involved in the assessment of products that are aimed at them, at various stages of their development, this is a less common approach among retailers. And when the latter decide to listen to customer feedback, it is usually either through a “jury” charged with the task of rating the quality of their products, or through their usual satisfaction surveys on service quality. By bringing in consumers to help with recruitment, Le Printemps is breaking new ground. Indeed, it is giving certain customers the opportunity to contribute to its management by asking for their thoughts on the attributes of its future sales staff. Is this another way of showing that its customers are very much at the top of its list of priorities?

Summing Up

Last month, reproductions of works from the Louvre were exhibited for the first time at the O'Parinor shopping centre in Aulnay-sous-Bois (Seine-Saint-Denis).

Axa is currently trialling Fizzy, an insurance policy covering flight delays of more than 2 hours and based on blockchain technology. Fizzy is currently only available for flights between Paris-Charles-de-Gaulle and the United States.

www.youtube.com/watch?time_continue=26&v=C4RxizgkVxQ

 *Guillaume M. / Digital Factory*

After an initial trial in Belgium with bringr (see the April issue of L'Œil), Carrefour France is now looking to launch its own collaborative delivery service, dubbed Merci Voisin, which enables customers to deliver or receive online orders. A small fee is paid for deliveries and a score is awarded each time to build up the reputation of those who perform them.

 *Damien S. / Retail Strategy*



Piala Inc., a Tokyo-based online marketing firm that employs 120 people, recently granted its non-smoking employees six additional days of paid leave to reward them for the extra hours it believes they work compared to their colleagues who smoke.

 *Magali B. / Brand, Communication & Advertising*

Devised by a San Francisco-based start-up, Muzo is a small device that filters sound and can even eliminate it completely by preventing certain vibrations from propagating. Muzo connects to a smartphone using Bluetooth and can be controlled via an app.

www.youtube.com/watch?time_continue=3&v=5luPd-R32ho

 *Nicolas R. / Echangeur*

Hopaal is a newly created French start-up that has developed the sweater of the future: 100% made in France, 100% recycled and 100% manufactured using old clothes.

<https://hopaal.com>



Levi's sells a connected denim jacket designed in conjunction with Google. It allows remote devices to be controlled thanks to a touch-sensitive fabric. The jacket enables cyclists, the product's target market, to keep their eyes on the road.

Belgian app WappyWap allows users to contact the owner of any vehicle thanks to the number plate. It comes in handy when filing a theft or accident report, as well as enabling potential vehicle buyers and sellers to get in contact.

www.wappywap.com

Kenzo's newest store, which recently opened in the Haut-Marais neighbourhood of Paris, offers not only the brand's latest collection, but also (and for the first time) vintage items from its archives.

Devised by Google, Pixel Buds are wireless earphones that allow a conversation to be translated into 40 languages in real time. It is currently only available in the United States at a price of \$159.

 *Nicolas R. / Echangeur*



Ikea has created a vending machine for the Stockholm metro that sells kitchen supplies. A fresh way of promoting its offering in this retail segment.

 *Marshal S. / Brand, Communication & Advertising*

Artrvl is a platform similar to Airbnb that enables artists to offer their talents to hotels, businesses and the general public. The terms of the collaboration are then determined by the parties involved.

www.artrvl.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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