

# l'œil

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in depth study of new  
consumption trends

by L'Observatoire Cetelem

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

## Brands have always sought to be associated with a lifestyle, so why wouldn't they try to become life coaches too?

Brands are not only expected to have great products, they are also scrutinised for the way in which they view the world around them.

### Read in the French press

Having deployed a new form of multi-channel store featuring all three of its brands, (Okaidi, Jacadi and Oxybul), the IdKids group, which specialises in the design of children's clothes and games, is currently finalising a website christened "idkids.community". For example, it will allow customers to purchase pyjamas, an early-learning game and birthday entertainment with a single payment. It will initially be available exclusively in France, as of this autumn.



### What to think of it?

While it may seem anecdotal, the IdKids group's thinking is very much emblematic of the ambition of brands today: to go beyond their status as lifestyle brands, while boasting a product range for a specific audience or event, so as to **become "life coach" brands that will enhance their customers' wellbeing or their lives in general**. What appears to be emerging is a new way for them to do business, where what is important isn't just their history, their know-how or their prices, but their ability to enhance their basic offering with propositions that convey a particular overriding vision. By providing games and entertainment as well as clothing, IdKids has set itself the goal of doing more than just selling, by **offering moments to enjoy and share** that can help a child learn and socialise. This is a **perspective on education** that could also be seen as a form of empathy. All of which should strengthen its relationship with customers.



## What if shopping became a convivial pursuit that allowed you to explore a new neighbourhood?

With city dwellers ever keen to discover cool and enjoyable activities that offer them new experiences and allow them to meet people, a raft of increasingly surprising initiatives are seeing the light of day.

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

### Seen in the United States and in Paris

Inspired by the Dishcrawl trend, which was very much in vogue in the States during the early 2000s and involves hopping from one restaurant to another, having just one dish each time, start-up Ici là là is now running the same concept in Paris. It offers people the chance to discover three restaurants in the same neighbourhood in a single evening, by enjoying an aperitif in the first, a main course in the second and a dessert in the third. The establishments selected are always within ten minutes of each other. This is a fun and convivial way of discovering new places with a small group of friends and meeting other food lovers.

### What to think of it?

With consumers constantly on the lookout for increasingly unique experiences, which inevitably find their way onto social media, more and more unusual propositions are emerging. We've already seen restaurants that swap chefs for a limited period. Now, sites like icilala.com are letting them swap customers to achieve a clever blend of food enjoyment (a synonym for conviviality) and neighbourhood exploration (a synonym for proximity). Their aim is to draw in fun-seeking tourists, foodies, lovers of new-school cuisine and locals who want to strengthen their feeling of belonging to their part of town. Restaurants are stepping in to **play a fresh new role as neighbourhood facilitators and interaction stimulators**, from which retailers would do well to draw inspiration. Indeed, why not devise **mini-excursions for the customers of different but complementary stores located in the same neighbourhood**? Or joint sales campaigns run by a few shops located near one another? After Dishcrawls, will Shoppingcrawls gain popularity among those wishing to discover a neighbourhood, its inhabitants and its stores?



## Although inconceivable just a few years ago, the idea of consumption as a culture is becoming increasingly plausible

A magazine is not just a form of media. It is also a point of convergence for a community driven by a shared passion. In some cases, it can even become a physical location.

[www.vogue.fr/vogue-experience](http://www.vogue.fr/vogue-experience)

### Seen in Paris

In Paris on 7 April this year, the Duc Hotel (a short walk from the Garnier Opera House) hosted the first Vogue Experience, a public evening event that offered three hours' access (in exchange for a €39 entry fee) to a range of workshop-based experiences created by the publication's partner brands. Levi's set up a tailor shop, Nike brought its customisation workshop and, on the beauty side of things, René Furterer, Guerlain, Nyx Professional Makeup, Dyson and Lierac offered consultations and product tests. Meanwhile, Vestiaire Collective and Galeries Lafayette held style masterclasses and workshops. Vogue Experience was also a great opportunity for fashion fans to meet editors of the group's various titles, to be photographed in Leica's ephemeral studio or to spend time in Ladurée's tea bar. From 27 February to 2 March this year, Elle magazine opened its Community House in the 17th *arrondissement* of Paris for the benefit of its readers, based on a similar concept.

### What to think of it?

Faced with falling circulation figures, magazines are now seeking to invent new formats to gain exposure, strengthen their relationship with readers, reach new audiences and offer brands new forms of expression. **Because the title of a magazine is more than just a name. It is a rallying cry for a community who all share the same values and the same interests.** So why not also turn them into **meeting places**? Especially given that **every new location that opens is now designed to build connections through new technologies and social media.** By opening venues to the general public, Vogue and Elle have gone down an innovative path and put forward the idea that **fashion is more about culture than consumption**, as embodied by their conferences, interviews and workshops, whether or not these involve brands from the sector. **A culture to be shared** and which feeds the desire to consume, particularly that of Millennials. This is hardly something brands are going to complain about.

## What if brands were regarded as family friends?

While brands have never shied away from giving their customers a voice, the approach is now taking on an added dimension: they are now becoming ambassadors.

[www.bosch-families.fr](http://www.bosch-families.fr)

[www.jauraispumappelermarcel.com/2018/01/et-si-vous-deveniez-la-prochaine-famille-ambassadrice-du-programme-bosch-families.html](http://www.jauraispumappelermarcel.com/2018/01/et-si-vous-deveniez-la-prochaine-famille-ambassadrice-du-programme-bosch-families.html)

 Véronique B. / Brand, Communication & Advertising

### Seen on the Web

Household appliance manufacturer Bosch recently launched an original campaign to make its products more relatable. To do so, it conducted a casting process to recruit a family who it would supply with their choice of appliances and would in return post social media messages about what the appliances are like to live with on a day-to-day basis. Applicants had until 25 March to sign up to the [bosch-families.fr](http://bosch-families.fr) website, after which they would undergo jury selection and be the subject of a public vote. Another family was also selected from among various influencers. The mother, a blogger and the author of the "J'aurais pu m'appeler Marcel" site, regularly posts her and her family's opinions about the Bosch appliances they chose.

### What to think of it?

In the same vein as Camif's initiative to give future sofa buyers the chance to try them out in the homes of past customers (see L'Œil of March 2016), Bosch's idea underlines the current desire of brands to **innovate in terms of communication and leave behind their usual advertising models.** Commercials full of promises and dazzling images, featuring overly perfect brand storytelling, are now being superseded by **customer testimonies, in-context product showcasing and real-world product testing on a daily basis.** By recruiting families as ambassadors, Bosch is **forging ever stronger ties** with customers and building a fresh and friendly image that traditional communication could never generate. Thus, the brand is harnessing the power of blogs and other social media where everyone feels entitled to express an opinion and talk about how they embraced a new product. The originality of the initiative lies in the brand's strategy of recruiting a family, so as to highlight its positioning and remind us that **consumption nowadays is becoming less of an individual pursuit and more of a topic of conversation.**





## The future relationship between brands and consumers was once expected to revolve around a direct model with no middleman. But this neglected the impact of influencers.

Brands have always sought to appeal to early adopters. Today, these individuals are known as influencers and they play a strategic role in purchasing decisions.  
[www.souler.com](http://www.souler.com)

### Seen in New York

New York-based firm RevCascade recently launched Souler, an e-commerce site that focuses on the shopping choices of social media stars. Influencers can sign up free of charge and create their own "Souler Store" space by selecting products from their favourite brands, which the site's subscribers can then purchase directly, thus simplifying the transition between a product's promotion and its purchase. Influencers are paid 15% of the value of every order made via their space.

### What to think of it?

With consumers placing ever greater trust in the tastes and sensibilities of influencers and the latter often being **the main vector through which to discover new products and services**, is it really any surprise that a site that brings them all together should now see the light of day? For those who promote brands online, the Souler website offers new forms of exposure, simplified stock management and a supplementary income. It also promises buyers a new shopping experience and access to the opinions of various influencers, without having to **ask themselves if they are the target of "hidden" sponsored content**. Thus, the site caters for people's newfound desire for truth and transparency, while allowing buyers to hear more than just the brand's opinions and creating a sense of community. These are three consumer expectations that have become unavoidable.



## A glance in the rear-view mirror

*In March 2006, customisable cosmetics were making their first appearance. But this wasn't the work of a luxury brand.*

### The facts

British brand The Body Shop now offers its customers the chance to customise their skincare products. All they need is to choose a neutral product (exfoliator, shower gel, lotion, cream or bath oil) and add a fragrance using one of 14 different oils, all at the same price. In New Zealand, dairy company Fonterra is working on a vending machine project that will enable consumers to enrich their dairy products with omega 3, calcium or iron with the touch of a button.

### Analysis

Because it allows consumers to add a personal touch to product ranges that they see as increasingly uniform, customisation is gaining new ground among brands in segments such as cosmetics and "nutraceuticals". The aim here is not to customise something visible (furniture, clothing or even a dish), but to modify a product's composition so as to alter its effects or the sensations procured. This is customisation for one's own needs rather than someone else's. While this is a possibility that requires a certain amount of maturity and even expertise on the part of consumers, it is also a fresh opportunity for brands to reinvigorate their relationship with customers by involving them in product development. After "service" brands with the ability to meet all expectations, are we witnessing the advent of "participatory" brands that allow individuals to create their own product ranges?



## Word of the month

**Precrastination:** while procrastination involves putting everything off until the next day, precrastination is acting without delay for greater peace of mind. But this is often at the price of greater effort. While both types of behaviour can lead to exhaustion, being a precrastinator is easier to admit publicly and is often seen as a desire to do the right thing.  
<http://journals.sagepub.com/doi/abs/10.1177/0956797614532657?rss=1&>



## Catching the eye

**Voice Shopping, which allows consumers to shop using voice commands, is set to generate \$40 billion** (€32.3 billion) in sales by 2022. Although the voice assistance market is still in its infancy (it is currently worth just \$2 billion worldwide), sales via this channel are set to soar over the next five years, according to an OC&C survey published on 28 February this year.

Facebook remains the most popular social media site in the United States, but **under-25s continue to move away from the platform in favour of Snapchat**, according to survey company eMarketer. In 2018, the number of US users aged 12-17 is set to fall by 5.6% and the number aged 18-24 by 5.8%.

A L'Observatoire Cetelem Zoom survey on cultural practices in France reveals that the vast majority of the French population (86%) supports a Culture Pass project for 18 year olds. **85% believe that the Culture Pass would allow them to keep informed about new cultural activities, while 77% think it would lead to greater cultural equality.**

(Harris Interactive survey conducted between 10 and 12 April on a sample of 1,011 people.)

## Summing Up

Since early January, an Allianz France truck has been touring the roads of Lozère offering the same services as a traditional branch, thanks to an autonomous IT system.

On 7 February, British fast-fashion brand Primark published an interactive map documenting its entire portfolio of suppliers and manufacturers in 31 countries. Their names and addresses are provided, as well as their workforce gender mix.

To facilitate the return of products purchased online, two entrepreneurs have founded Happy Returns, a network of Return Bars based in shopping malls in five US cities. Buyers no longer need to produce their invoice or repack the product themselves. A simple email address suffices to access their order history and initiate the return process.

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



American start-up Carfit has developed a connected unit to enable predictive vehicle maintenance. A sensor linked to a smartphone diagnoses tyre, brake and suspension problems using vibration analysis.

<https://car.fit>

Graapz is a service that helps combat food waste by allowing local shops to sell their unsold fruit and vegetables in the form of subscription baskets for just €20/month.

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

 *Damien S. / Digital Factory*

In 2018, MINI will be launching an online catalogue offering its customers new customisation options thanks to 3D printing, including side trim, inserts, door frame lighting and LED door projections based on customer designs.



Leroy Merlin and Fundy recently launched a digital and physical platform, Le Coin des Génies, which showcases clever and ethical household products created by French start-ups. The site's showrooms will be set up in Leroy Merlin stores.

John Lewis and Hema stores have removed gender distinction from their kids' clothing departments, to offer a unisex "children's section".

Spanish brand Mango has teamed up with telecom firm Vodafone to develop a digital mirror that allows its customers to scan product labels in the fitting room and communicate with shop staff so as to request a different size or colour. The mirror also suggests related products to complement the customer's selection.



Garçon Wines have invented the first "postable" wine bottles using an innovative and streamlined bottle format designed to revolutionise delivery, retail sales and storage.

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

In Barcelona, Seat and parking management firm Saba are currently trialling Droppit, an app that allows users to shop on Deliberry.com and receive the goods in their car, as long as it is parked in a Saba car park.

 *Véronique B. / Brand, Communication & Advertising*



*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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