

l'œil

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in depth study of new
consumption trends

by L'Observatoire Cetelem

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Tomorrow, our cars could run on the energy produced in our homes

While most car manufacturers are looking to reinvent their dealerships by offering fresh new experiences, Tesla has taken a different path by presenting its models from a completely different perspective.

Seen in Paris

Tesla chose to open its first Parisian flagship store on Boulevard Maeshherbes in the Madeleine neighbourhood. In addition to the brand's three highly desirable current models (which are available for a test drive today thanks to a fleet of vehicles kept in an underground carpark), the store sells Powerwalls, which store the solar energy captured by the panels the brand has been offering since it took over Solar City. Tomorrow, our homes will produce electricity using solar panels and store it in one or more Powerwalls, which can then be used to charge a Tesla. The future is already here. Another showroom built around the same model has been opened in Marseille.



What to think of it?

At a time when all carmakers are keen to bring their dealerships up to date with virtual images and 3D headsets to offer visitors new experiences, the new premises opened by Tesla, which we always tend to look to for breakthroughs, offer something very different. While the approach may appear fairly conventional, this is actually fuelled by **quite a unique concept: the convergence of the car and the home**. Manufacturers have already focused strongly on improving their vehicles' interiors, including fitting them with screens and sophisticated audio equipment to make occupants feel at home. **The next step will be to introduce greater autonomy, thus freeing motoring from many of its constraints**. This might mean autonomous driving thanks to connected cars, but it could also mean energy autonomy, as with the solution developed by Tesla. Tomorrow's vehicles will be able to exploit the energy generated by people's homes, but the opposite might also happen, as demonstrated by Renault's Symbioz concept car (see L'Œil from November 2017). In the future, car companies will no longer just be manufacturers. Instead, they will become **designers of energy solutions to improve mobility**.

When Airbnb deflects criticism by becoming a property developer

Faced with a recalcitrant world, why would a brand not try to change its reality to bring it into line with its intentions? That was the thought they had at Airbnb.

Seen in Florida

Airbnb recently raised \$200 million to build its own accommodation units – christened Niido – so as to counter a rising number of complaints from neighbours in major cities. Soon, year-round tenants will be able to sublet their home for up to 180 days a year and enjoy exclusive Airbnb services such as secure storage, access to rooms via a smartphone, cleaning services and greeting services for guests. V Starr Interiors, a firm launched by tennis star Venus Williams in 2002, will be in charge of interior design and furnishings. Five Niido residences are set to open by the end of the year. The first will be located in Kissimmee, Florida.



What to think of it?

Ever responsive to attacks on the brand, Airbnb is constantly coming up with new ways of updating its image. After constructing living spaces in conjunction with local inhabitants (see L'Œil from December 2016), not to mention creating holidays around a specific theme (see L'Œil from February 2017), the peer-to-peer accommodation site is now set to build its own dwellings designed to enable their owners to more easily take advantage of its subletting model. **If reality places certain obstacles in front of a system, then why not alter that reality?** That is the question Airbnb posed with this latest initiative, **which serves as a veritable "showroom"** for its philosophy, not only in terms of the services on offer (to foster greater sharing), but also when it comes to aesthetic codes (cool and trendy, of course), highlighting a fresh pervading attitude to ownership. All of which should enable the website to reaffirm its leadership position **by inventing a new form of accommodation** designed to be easy to rent out: a kind of hotel apartment owned by a private individual. After coworking spaces that welcome the employees of companies seeking to embrace a disruptive form of modernity, here comes **private accommodation that is open to public**, where temporalities and populations meet against a backdrop of services that cater for needs and wants in the smoothest way possible.



What if we paid for some of our purchases through a subscription? Could the time saved restore the pleasure of shopping?

Given that a proportion of our purchases are regular and repetitive, a subscription model could be a welcome solution.

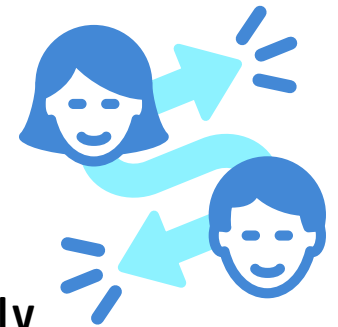
Seen in the Netherlands

Recently launched in collaboration with Dutch postal service PostNL, Stockon is a new subscription-based delivery service (with no sign-up fee). It provides users with an app allowing them to receive fortnightly deliveries of a list of products they employ regularly, via their postman. They can still add and delete items from their list up until three days before delivery. Stockon also suggests products according to the composition of the household and its purchase history. In addition, the app will soon be equipped with a barcode reader enabling products to be added to the list more easily. Acting like a distribution hub, Stockon currently offers 2,000 items, from well-known branded products to Belgian retailer Colruyt's own brand. Fresh products will also soon be available. Delivery is free for orders above 25 euros.

What to think of it?

Subscription-based shopping is the latest preoccupation of brands, reflecting their desire not only to **maintain a regular relationship with their customers, but also to help invent new retail models**. For them, this is a way of innovating and standing out. But it isn't just that. Because the challenge also lies in **collecting data about the habits** of consumers, data that Stockon can share with other brands, thus enabling them to better understand the behaviour of shoppers and even to trial products in a whole new way, without having to go through the stores of **major food retailers**. **As for consumers, this subscription system for regular purchases will also alter the relationship they have with their usual shops**, since they will soon only associate the latter with discovery purchases or those that are less habitual. All of which should **reignite the pleasure of shopping**. This could well be a taste of things to come in the world of retail, where price will not necessarily be everything in the future.

For retailers, the challenge of getting closer to consumers is not just a geographical one. In fact, it is primarily about relationships



Faced with the gradual standardisation of their product offerings, retailers must rely on the quality of their customer relations to stand apart. "Friendly" retailers have a bright future ahead of them...

www.sezane.com/en/dear-studio

Seen in Paris

In 2016, Sézane was the first brand to open a point of sale that is essentially an apartment, to enhance its complicity with customers. Today, the website is strengthening ties even further with its Dear Studio personal shopping service. Every Tuesday, customers can book an appointment (free of charge once registered) to spend an hour, one on one, with Zoé or Alessandro, who are sure to offer them the shrewdest advice. Customers can also sign up for the private evenings held every Thursday for groups of 5-15 people. Meanwhile, customers who live far from Paris can ask style questions via a dedicated email address. On top of all this, Sézane continues to send out a newsletter whenever an important event is coming up (always signed with a kiss) and offers little cakes to those who are queuing up to enter its "Apartment".

What to think of it?

Like other brands that were born on the web (Frichti, Tediber, Uber, etc.), Sézane's initiative and the way in which it addresses consumers have helped to reinvent its market's codes, to the point where it is now a source of inspiration for brands in the "real" world. Some of its ideas have even become part of the rules that govern the marketing sphere. **Rather than seeing shoppers as customers, view them as friends**, first and foremost. Second, **display every possible sign of complicity and benevolence**, rather than offering discount coupons. Lastly, turn your shops into spaces in which to meet and interact, **into relational hubs**, rather than just places offering technological experiences. A retailer's relational quality and the feeling of recognition it generates can also help raise its profile on social media. Retailers must be prepared to go further still **by establishing the conditions that will allow them to take a step back** and give shoppers more room to discuss the brand. The era of humble brands is upon us.



Word of the month

Momrazziss: entered into America's *Urban Dictionary* in mid-March, this compound term describes ultra-connected mothers, often acting in gangs, who simply can't stop taking photos of their children with their smartphone and posting them on social media to see which of their funny faces will receive the most "likes".



Catching the eye

According to metrics set up by Adobe, **robots now account for 28% of global web traffic**, if we include voice recognition tools such as Alexa and Google Home.

According to an RSA study of 1,025 French consumers, **55% of the population deliberately falsify their personal** details when making an online purchase.



A glance in the rear-view mirror

In September 2005, the idea of making cooking easier was already floating around. The website is still active today.

Easy cooking
www.kitabienmanger.com

The facts

Part fine delicatessen and part website, each week Kitabienmanger offers take-away or delivery boxes containing all the products and ingredients (prepared but not cooked) needed to make original recipes in less than 15 minutes. Starters, cheeses, desserts and wines are also available to complete the menu. In the United States, the current "semi-homemade" craze, which revolves around the use of frozen, tinned and fresh food, has grown to the point of having its own website: www.semihomemade.com

Analysis

Although the French are spending less and less time preparing their meals and eating at the table, they still see cooking as a pleasure and a way to commune, as long as the complications of shopping and preparing food are kept to a minimum. Hence the current success of cooking classes, the proliferation of books on semi-homemade cooking and the appearance of propositions developed so that people will see cooking as a creative pursuit rather than a chore. With Kitabienmanger, ingredients become materials to assemble, products are accessories to combine and recipes take the form of practical guides to be followed as much for the pride of achieving the expected result as for the pleasure of experimenting. This unpretentious approach to cooking is quick and creative, having been initiated by a generation who are keen to make their mark by coming up with their own recipes based on processed products they have enjoyed since childhood.

Summing up

Between 21 and 29 April this year, shoppers were able to watch a film in one of Ikea's 14 mock living rooms, thanks to a partnership signed between the store chain and the Max Linder cinema. There were around forty showings, with a choice of films voted for by web users.

 *Virginie L. / Brand, Communication & Advertising*

US retailer Target and Google have trialled the first voice coupons provided via Google Home. Users simply needed to say the words "Open Target app" to receive a discount coupon worth 15 euros.

 *Fanny L. / Brand, Communication & Advertising*

Geolocation application Sauve Life, which was recently launched in France after a trial by the Lille ambulance service, was designed to enable individuals with first-aid skills to intervene in a situation before the emergency services arrive. It locates the victim and the four first aiders closest to them, who remain in phone contact with a doctor throughout the event.

 *Stéphanie C-R. / Brand, Communication & Advertising*



Carrefour has teamed up with Google to develop a connected voice assistant dubbed Léa. The tool allows customers to manage their shopping lists on the Drive and Ooshop websites and apps. Léa can also add ingredients to a user's basket based on a cooking recipe, as well as providing information on nearby shops, including addresses, opening times and directions.

Smicval Market, in the small town of Vayres in the French *département* of Gironde, is a modern waste tip where anyone can dispose of or recover items or materials for subsequent use or recycling free of charge.
www.smicval.fr/content/smicval-market

A short walk from Gare de Lyon in Paris, start-up Wecandoo and the Makesense association have joined forces to create L'Arche, a venue open to the public and designed to stimulate the exchange of know-how between tradespeople and private individuals. L'Arche also features a coworking space and a wellness room (offering yoga and meditation workshops).

 *Patricia B. / Market Intelligence*



Shwe Bite is a Myanmar-based website that enables women who stay at home to prepare and sell dishes to those who don't have the time to cook for themselves. The solution also provides families with extra income.

www.shwebite.com
 *Veronique B. / Brand, Communication & Advertising*

German discount supermarket chain Lidl could soon diversify its business by selling BMWs on its website. Lidl is said to have been granted a 50% discount on the catalogue price.

The HoloYummy platform has created an interactive cookbook that displays dishes in 3D to help users decide whether to try out a recipe.
<http://holoyummy.com/2016>

Developed by two designers from the Ensci school of industrial design, the "Increvable" ("Indefatigable") is a prototype washing machine with a target lifespan of more than twenty years. What's more, it can be assembled by the consumer, which should make it easier for them to replace parts as and when required.
<http://lincrevable.com/fr>




Carrefour recently launched its pedestrian click-and-collect service. Customers place their order online and pick it up the next day from a dedicated till in the entrance of a Carrefour Contact or Carrefour Market store. Unlike with the retailer's competitors, orders are not prepared by these local minimarts themselves, which generally carry a much smaller range of products and have limited stock.

 *Patricia B. / Market Intelligence*

On its website, ethical sneaker manufacturer Veja displays a map of its manufacturing chain and allows visitors to download the contracts signed with organic cotton producers in Brazil. The brand also makes its Fairtrade certification documents available.



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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