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in depth study of new
consumption trends

by L'Observatoire Cetelem

www.observatoirecetelem.com

Social media platforms are the store shelves of the future for brands

Human beings clearly have a (natural) tendency towards narcissism. Thanks to Instagram and other social media, this can become an important strategic element for brands.

Seen in the press

It was recently reported in the specialist press that Club Med asks its architects and designers to dream up Instagrammable locations when designing new holiday villages or thinking about how to renovate existing ones. One example is chairlifts featuring the company's logo and arranged in front of spectacular landscapes, to encourage holidaymakers to take photos of themselves sitting on them and share their memories on social media. Another is the photogenic pontoons that seem to actively encourage visitors to take a snap. According to a survey by Booking, almost a third of travellers choose their holiday destination based on images they have seen on Instagram. And this isn't only a phenomenon in the tourist industry: Häagen Dazs recently updated its product packaging to make it more Instagrammable.

What to think of it?

Faced with individuals for whom the Instagrammability of what they covet or are experiencing has become an important criterion, brands are now seeking a whole new way of promoting their offerings. It is no longer enough for them to laud the objective specificities of the latter (performance, attributes and price). They now have to show how these offerings can be evocative of a lifestyle and enable buyers to enhance their profile and even showcase their own lives. This new exercise is a delicate and tricky one, oscillating **between catering for excessive narcissism and the desire to position oneself with respect to others**. But it could increasingly become a **major driver of consumption**. It is also an opportunity for the more imaginative brands to **invent new aesthetic benchmarks and thus become "cultural leaders" on their markets**, especially given that their ideas are sure to be quickly embraced by brands and individuals alike, such is the enthusiasm on social media for following in the footsteps of others. **This is how social media outlets have become the new store shelves** on which brands compete.



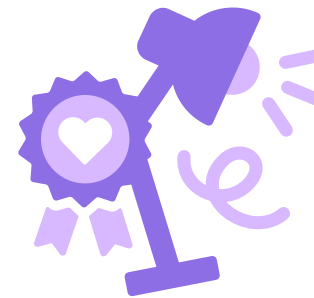
France's favourite retailers merely reflect the expectations of consumers

When the French name their favourite retailers, they tell us as much about their preferences as they do about their expectations.

www.businessinsider.fr/classement-enseignes-preferees-des-francais-occ

Seen on the web

Like every year since 2010, consulting firm OC&C has published a ranking of France's favourite retailers. The top five, in descending order, are: Grand Frais, Décathlon, Cultura, Picard and Fnac. The highest-ranked organic retailer is Biocoop, in sixth place, proving that green living is now high in people's concerns. Another notable development is the absence of e-commerce players from the top ten. Indeed, despite topping the ranking in 2012, 2013, 2015 and 2016, Amazon now languishes in twelfth place.



What to think of it?

The latest list of France's favourite retailers tells us as much about the country's preferences as it does about current consumer expectations. And it is no coincidence that Grand Frais heads the ranking: it simply confirms **the value that today's consumers place on product origin**. Grand Frais is vocal about its short food supply chains, promotes local producers and reproduces the atmosphere of a market. How could that not appeal to shoppers? Amazon's disappearance from the top ten also points to changing attitudes: **companies are now assessed not only on their brands, but also on their management**. Amazon is not just an e-commerce site, it is also a firm whose image has, in many eyes, been tarnished by reports of poor employee working conditions. Its slide down the ranking tells us **that today's consumers consider the social dimension of corporations when making a purchase**. Lastly, the ranking demonstrates that consumers are now looking to establish more direct contact with retailers. Each of the retailers mentioned here have an offering that is specific and exclusive, whether it be a product, a service or an atmosphere. What marks Amazon out? Its prices, its selection, its delivery times? **Enough to trigger a purchase. Not enough to create a narrative**. Perhaps what prevents it from doing so is the lack of physical contact with customers. This is the kind of contact that many e-commerce brands are now seeking to achieve, given how many of them are now opening stores or pop-ups in the real world.

When retailers offer their wares on a rental basis, their relationship with customers also undergoes a metamorphosis.

After mobile phones and cars, subscription systems are now beginning to appear in other segments, sometimes unexpectedly...

www.latelierbocage.fr

Seen at Bocage

Footwear retailer Bocage (Eram group) is currently trialling an unprecedented shoe rental system, dubbed Atelier Bocage, at six pilot stores and with 50 customers who hold the Bocage card. For €39 a month, customers can book an appointment with a style advisor via the e-shop, before heading to the store to try on three pairs of shoes previously selected online, having first answered a series of questions. They can then choose one pair and wear it for two months before bringing it back to the shop. Once reconditioned and repackaged, these shoes will be sold via the second-hand section of the Bocage website. This section will also offer a subscription service, but at a lower price (€19 per month), given that these shoes are pre-worn. In addition, if a subscriber wishes to keep her shoes for more than two months, she can purchase them at a 60% discount. The service will gradually be rolled out to the retailer's other stores.

What to think of it?

At a time when fashion companies are being increasingly scrutinized, not to say castigated, regarding their environmental responsibility (fashion is the second most polluting industry in the world), Bocage's initiative is the brand's contribution to **the emergence of a new economy, one characterized by circulation rather than accumulation**. Beyond this preoccupation for **social responsibility that all consumers now expect**, the scheme also serves to reinvigorate the desire to buy a pair of shoes, as much as it does to **reinvent the customer-retailer relationship**. Here, the digital and "physical" channels are not separate, but complementary: customers find shoes online and select a pair in the store, before returning them to the point of sale so that they may be sold via the website, thus creating **a cycle that is both ethical and unique**. The initiative instills in customers **the feeling that they are involved in a movement that protects the environment** as well as encouraging them to adopt **new habits**. It has also somewhat transformed the role of **sales assistants, who have been reinvented as style advisors** with whom customers can book an appointment to choose from among the recommendations preselected on the website. The rental concept can also contribute to strengthening local ties between a store and its customers.



What if retail became a playing field?

All retailers want to offer their customers a unique experience, so why not let them play in their stores?

www.franprix.fr/article/fetons-ensemble-les-60-ans-de-franprix_a22827/1
<https://twitter.com/hashtag/MystereChezZwilling?src=hash>

Seen in Paris

Last September, to celebrate its 60th year, Franprix offered 60 of its customers the chance to take part in an escape game in one of its Parisian stores from 8pm until midnight. Their challenge was to solve mysteries in 60 minutes. At the end of October, Kenzo organized a video game tournament on its website, allowing the label's fans to compete to win one of the hundred pairs of sneakers that were up for grabs. Last month, Zwilling, a tableware retailer with a reputation for being very sensible, held a Cluedo-style investigation in its store in Paris's Madeleine neighbourhood. To find out which of the five "suspects" had perpetrated the "crime", customers had to wander around the store and ask its sales assistants questions. Meanwhile, at the 4 Temps shopping centre, a treasure hunt was organized to celebrate Mickey Mouse's 90th birthday.

What to think of it?

Driven by their desire to constantly offer customers new experiences, retailers are attempting to harness the current popularity of **treasure hunts and escape games**. Now that you can buy just about anything online, treating consumers to **something unique** at points of sale is another way of boosting footfall. Offering them the chance to play a game could be even more of a motivating factor. This could prove very appealing to loyal customers with whom a retailer's relationship is often passionate, **not unlike the bond between a sports team and its supporters**. It could also attract **a younger clientele** that is more accustomed to various kinds of virtual battle. But what it can offer to a wider audience is **a new perspective on consumption** that is more fun and lighthearted, that is **more about sharing** and less about price... We often talk about the clash between the physical and virtual worlds, but is it as common to compare what is fun with what is "normal"? **What if fun became the new normal** in a retail market that sometimes struggles to stoke desire? This would be the perfect way to help consumers revive their hunger for adventure and a great solution for brands eager to stimulate the feeling of belonging to a community.



After brand content, here comes “auto content”, promising brand-new automotive experiences.

With self-driving cars on the horizon, the question of what their occupants will do during journeys is one that all carmakers now face. Is showing them cartoons or documentaries about the areas they pass through really the only answer?
www.youtube.com/watch?v=GyJkTI9s9j0

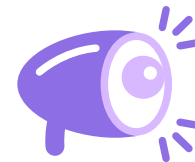
Seen on the web

The first fruit of the alliance between Renault and Challenges magazine (the former recently acquired a 40% stake in the latter) is AEX, or Augmented Editorial Experience. The platform features podcasts of varying lengths (from 5 minutes to 1 hour – the average journey time is 47 minutes) that are intended to be listened to during journeys and even transferred to other devices. The format also offers something new: audio hyperlinks that allow the listener to jump from one piece of content to another, which can spark conversation between the vehicle's passengers.



What to think of it?

Self-driving vehicles, the next chapter in automotive history, are not just a technological achievement. They will also allow carmakers to **spread a new narrative** that updates their traditional messages about performance, safety and comfort. By working with Challenges, Renault **has gone down the route of culture and knowledge improvement** for occupants of its vehicles. This is perhaps an unconventional choice, because other car manufacturers are more likely to opt for entertainment or tourist information to occupy those who will no longer be under the obligation to keep a close eye on the road. Whatever the theme selected, **thinking about “auto content”** allows car makers to adopt a fresh approach to motoring, one that considers relations between a vehicle's passengers in terms of **shared interests**, rather than solely taking into account the tastes and expectations of the driver, who has always been considered as the “master and commander”. This is a mini-revolution. Indeed, the choice Renault has made serves to stimulate interaction between passengers, thus offering them a **new travel experience**. But it also allows manufacturers to consider their **customers' profiles in a way that doesn't relate to their profession, income level or place of residence**. As a result, they can more easily pinpoint their expectations and lifestyles.



A glance in the rear-view mirror

At a time when the government is discussing a reduction in the price of driving licences, some carmakers could seize the opportunity by drawing inspiration from an initiative covered by L'Œil in April 2005...

Eco-mobile (company)

The facts

Ford France has joined forces with Link to allow students to rent a Ford Fiesta by the hour (€2 for an hour, €20 for 24 hours) or by the week via an innovative system that unlocks the vehicle by text message. In an attempt to appeal to young drivers (who spend an average of €1,500 when they buy their first car, which is usually at least 10 years old), car rental firm Ucar offers a new Fiat Panda, with fully-comprehensive insurance and vehicle maintenance included, for less than €200 a month.

www.mylink.fr

Analysis

As a consequence of their financial decisions and their shifting values and areas of interest, 18 to 25 year olds **appear to view buying a car as less of a necessity** than their elders. Those who are tempted to forego the purchase of a new car in favour of leisure activities or new technologies will not always (and probably increasingly rarely) be attracted by the small economical models with which car makers usually target them. Hence the need for manufacturers and rental companies alike to dream up new offerings that are accessible to all, with **vehicle availability, user friendliness and even technological advancement** (e.g., a text message system to unlock the car) being more highly valued than engine power, top speed or actual ownership. Are young people more interested in **mobility solutions** than status symbols?



Word of the month

Juicer: a word used to designate the self-employed individuals whose job it is to charge the self-service electric scooters operated by the firms Bird and Lime. Their role is to collect the scooters, charge them up using the chargers provided to them (charging time: 4 hours) and return them to their “nest” before 7 am. Charging a scooter that is easy to find is less well paid (around €6) than one that is harder to locate (up to €20).



Catching the eye

Are tattoos the standout feature of the younger generation? As revealed in the latest zOOM survey by L'Observatoire Cetelem, “*Enhanced and customized, the body as an expression of the self*”, **68% of 18 to 24 year olds view tattoos positively, compared with 43% on average** and only 8% of over 65s. **Almost six out of ten people aged under 35 are also planning to get a tattoo.**

(Harris Interactive survey conducted on 16-18 October 2018 on a sample of 1,000 people.)

The 2018 survey on young people showed that the generation who prefer to live with their parents is a fictional one. **Despite the fact that four out of ten 18 to 30 year olds have not yet left home**, the vast majority aspire to living in their own accommodation. Unsurprisingly, the main obstacles to doing so are the cost of housing and living (40%) and the need for a degree of job stability (32%). Faced with their inability to pay for their own accommodation, one-third of respondents say that they are in an interim “multiple residence” phase.

(Survey conducted by Credoc and Injep in February 2018 on a sample of 5,000 people aged 18 to 30.)

According to a survey by L'Observatoire BVA on the day-to-day lives of the French, **almost one in two French consumers own a connected device (47%):** connected TVs come in at number one (25%), ahead of connected watches and bracelets (15%). With the Christmas season fast approaching, the majority of French consumers are thinking about buying a connected device (53%). Leading the list are connected watches (15%), followed by connected TVs (10%) and connected surveillance cameras (9%). (Survey conducted from 19 to 21 November 2018 on a sample of 1,202 people.)

Summing Up

Mon P'tit Decat' is a small mobile transport container launched by Décathlon to get closer to its customers and gain a presence at sporting events and venues. It features a selection of items, as well as terminals allowing customers to order products.

 *Guillaume B. / Human Resources*

At the Automobility show in Los Angeles, which ran from 26 to 29 November, Volvo decided not to present any of its models at its stand. Instead, it displayed an artistically rendered message: *This is not a car.*

 *Ronan P. / Automotive Financial Services*

In Washington D.C., Starbucks has launched a Starbucks Signing Store, a café in which all the equipment provided is designed for consumers with hearing impairment. Its personnel has also been trained in sign language.

<https://news.starbucks.com/press-releases/starbucks-opens-first-us-signing-store>

 *Isabelle R. / Retail France*



Snapchat and Amazon have joined forces to create a "Shazam" for shopping. You will just need to take a photo of the item you want or its bar code to order it directly from Amazon's website. The function is currently only available in the United States.

Lego now makes some of its famous bricks from sugar cane-based polyethylene. The brand is adamant that they are as strong and durable as their traditional plastic bricks. The aim is for all its production operations to be sustainable by 2030.

 *Mailys K. / L'Observatoire Cetelem*

Ikea has announced that all its home deliveries in Amsterdam, Los Angeles, New York, Paris and Shanghai will be performed using electric vehicles by 2020. The retailer also plans to equip all its stores, offices and distribution centres with vehicle charge points by 2020.



Walmart's Levittown store near New York is currently trialling an *Intelligent Retail Lab* that operates using artificial intelligence and was designed to closely manage stocks and identify problems (cleaning, trolley storage, etc.). It also serves to test how its personnel will respond to such systems.

<https://techcrunch.com/2018/11/08/walmart-is-building-an-ai-lab-inside-one-of-its-stores>

 *Monique B. / PF Consulting*

Clothing brand Petit Bateau recently got on board the Google assistant by offering a series of children's stories that can be accessed by saying the magic words "OK Google, open Petit Bateau and tell us a story!".

www.youtube.com/watch?v=8wsC2FDUKcs

On the roof of Monoprix's Bièvre store (in the Paris 13 district), a suspended saffron plantation has been installed as part of Paris City Hall's "Objective 100 hectares" charter, which seeks to cover 100 hectares of man-made structures with plants by 2020.

<https://entreprise.monoprix.fr/wp-content/uploads/2018/10/CP-Monoprix-accueil-une-ferme-urbaine-sur-le-toit-terrasse-d-un-de-ses-magasins-et-commercialisera-le-premier-safran-made-in-Paris-231018.pdf>




In Seattle, Mercedes is currently trialling a new 3D navigation system that displays crime data for the city's different neighbourhoods. Food for thought for motorists who are looking for a parking spot.

Apple and L'Oréal have joined forces to develop My Skin Track UV, a device and app to measure exposure to UV rays, as well as pollution, pollen and humidity levels. It enables users to adjust their skin care routine to local conditions. Available in the United States via the Apple website and in certain Apple Stores.



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™