

l'œil

by L'Observatoire Cetelem

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in depth study of new
consumption trends

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Containers: a new facet of retail

Previously used as an accommodation solution for students, shipping containers have now been adopted by the retail world. A new way of establishing an urban presence.

Seen in France

Last year, Décathlon announced the launch of Mon p'tit Decat, a travelling container featuring a selection of the brand's products, as well as digital terminals allowing customers to place orders. These containers will be installed at various sporting events. A few months later, retailer Kiabi announced the launch of its own containers, to celebrate its 40th anniversary and raise its profile in city centres. Its *Boîte à Bonheur* (Box of Happiness) set up in Lyon, Marseille and Rennes comprised two converted shipping containers. One took the form of a photo booth, the other a showroom featuring the anniversary capsule's trendiest items on clothes rails and presenting the latest collection on a screen. Finally, it was reported last month that food retailer Auchan is planning to trial its first unstaffed container store in Villeneuve d'Ascq: Auchan Minute. These 18-square-metre containers will sell 500 different items on a self-service basis. They will be accessible 24/7 and customers will be able to make purchases and pay using their smartphone.

What to think of it?

While these three initiatives have differing objectives (generating exposure at sporting events, stepping out of the suburbs to gain fashion credibility and making day-to-day shopping easier), it is no coincidence that the ideas these brands have come up with revolve around shipping containers. These easy-to-install containers are to retail what food trucks are to restaurants: a way of reaching new audiences and contributing to the **vibrancy of an area through special events**. Their limited and carefully selected offerings also cater for **a new attitude to consumption** that is more responsible, more mature and possibly better informed. These containers, which all feature digital terminals, are finally giving retailers the opportunity to **gently nudge their customers towards new digital habits in friendly surroundings**, which is harder for real-world stores to achieve, because of how they are organised. **Containers create a buzz and help forge new relationships** with customers, which is exactly what retailers must do to update their image.



When collective action influences individual behaviours

When seeking to encourage people to adopt new behaviours to protect the environment, why only send out individual messages?

 *Véronique B. / Brand, Communication & Advertising*

Seen on Rue de Paradis

Paris City Hall has decided to make Rue de Paradis (in the 10th *arrondissement*) France's first zero-waste street. To achieve its goal, throughout the year it will be organising meetings and workshops led by associations such as Zero Waste, entrepreneurs and municipal employees. Their contribution will be geared towards encouraging the adoption of new consumption behaviours revolving around waste sorting, waste reduction and the re-use of used items. Solutions to the obstacles and needs identified will then be proposed. The challenge has been set within the scope of France's Climate Plan and is aimed at the street's 6,000 inhabitants, as well as passers-by and local shops. Each week, this major artery produces 9 tonnes of waste.

What to think of it?

At a time of rising awareness regarding the impact of our habits on waste and the latter's effect on our environment, the trial launched by Paris City Hall is an unprecedented way of promoting new behaviours. What makes it unique is that it does not target a specific section of the population, but an entire street, thus underlining the idea **that the environmental challenge we face will require not just a change in individual behaviours, but a collective change in which the decisions each of us make will work in concert**. In addition, by limiting its scope to a single street, the initiative's objective (zero waste) has become a challenge set to all local stakeholders (inhabitants, shops, businesses and schools) to **encourage them not only to exchange good practices, but also to create a sense of community** as they work together to set an example for others. Often devised to trigger individual changes in behaviour, shouldn't environmental campaigns instead be presented as **benefiting communities through improved social cohesion and greater pride in their area?**





Bringing retailers together to save city centres

At a time when many medium-sized towns are looking for ways of revitalising their central areas, the solution could well be provided by the retailers that had previously deserted them.

Seen in Vichy

In Vichy, retailers Nicolas, Comtesse du Barry and De Neuville have decided to join forces to launch a retail collective dubbed Savour Histoires de Gourmets (a name chosen with international expansion in mind), the goal being to set up in locations in which they would not be able to exist alone. Boasting 120 square metres of floorspace, the store allows the three brands to have their own individual area, while also featuring shared spaces to showcase products together. If successful, the format could be repeated across the country, in 80 cities of a similar size to Vichy whose centres are also in need of freshening up.



What to think of it?

While different retailers have occupied the same premises before, so as to take advantage of each other's customer traffic (for instance, Fnac and Uniqlo share a store on Rue de Rennes in Paris, primarily to save on rent), it is still very rare for retailers to **merge and operate under one banner**. The first example of this hybrid model appeared in December 2017 (see L'Œil no. 247, January 2018) in the form of a partnership between Pierre Hermé, who is famous for his macaroons, and L'Occitane en Provence, which is known for its natural cosmetics. This was a meeting of two worlds that logic tells us should never have happened. But now we see Nicolas, Comtesse du Barry and De Neuville also working together, offering proof that this remains an attractive model. However, **this particular relationship is about more than just sharing a location**. Indeed, it revolves around **a specific occasion**: the three brands offer products to be enjoyed at different stages of a meal. It is also cemented by **the spirit** that drives these retailers, all three of which have a strong reputation, embody shared values of quality and seek to appeal to food lovers. What's more, it is built around **their underlying intention, which resembles the pursuit of a cause**, because by teaming up they are providing their own **answer to town centre desertification**. Over the last few years, brands have frequently set up "collabs" to get people talking about them and reach new audiences, so it should be no surprise that retailers are also going down this path. **The "in it together" narrative is gaining ground to re-enchant our day-to-day lives.**

The objective of brands is no longer simply to bring their products to life, but to create their own world

Turning a store into a destination can mean taking customers on a journey. www.digitalimmersion.com/fr/occitane-vol-en-montgolfiere-en-video-360

Seen in New York

Launched on New York's 5th Avenue six months ago, the newest L'Occitane en Provence store challenges the retailer's traditional codes. It features spaces designed to be Instagrammable (images are immediately displayed on a screen in the store), but - most crucially - it also combines virtual and actual reality to allow visitors to explore the world that inspired the brand. Comfortably sat on a bench next to a Mediterranean olive tree and a few sprigs of lavender, customers can don a virtual reality headset and board a hot-air balloon, which will fly them over lavender fields accompanied by a gentle musical background and a voiceover recounting the history of the brand, while a shop employee treats them to a hand massage. A few minutes of escapism in the heart of New York City.

What to think of it?

Since time immemorial, brands had defined themselves as a set of products, each attached to a promise and aimed at a specific population. Today they are viewed more as philosophies driven by a general brand promise that can appeal to all categories of consumer. **A brand's philosophy could now be said to be more important than its product offering**. Consequently, **stores are becoming destinations** into which new life must be constantly breathed to give people the urge to come back. **Product offerings are now less entwined in the history of the brands that created them**, allowing the latter to update their narratives. In addition, the word "destination" can be understood in two ways, as illustrated here by L'Occitane in New York and its virtual journey to the south of France. This evolution in the way a store is perceived cannot fail to affect how its success is measured: here, what matters most is not the sales generated, but the comments posted on social media, the time spent in the store and the number of visitors per day. **Reinventing retail also requires a reinvention of performance metrics.**



Word of the month

JOMO: Joy of Missing Out. The opposite of FOMO (Fear of Missing Out), where people no longer devote time to themselves and instead force themselves to do things with others, rather than staying at home. The path to experiencing JOMO rests upon three rules: don't put pressure on yourself, ignore social media and do nothing.



Catching the eye

Could there be a link between the pessimism of the French regarding their financial situation and their intention to consume more sensibly and more responsibly, particularly when it comes to food? That appears to be one of the findings presented in the first section of the L'Observatoire Cetelem zOOM survey entitled "From spending power to living power: budget and spending management in the era of responsible consumption". Indeed, **74% of the population declare that they are keen to consume more local products**, while 73% would like to use fewer processed products. 57% are even considering reducing their consumption of meat.

(Harris Interactive survey conducted on 8-10 January 2019 on a sample of 1,018 people.)



A glance in the rear-view mirror

In June 2007, Sephora came up with a project that could still have great relevance today.

A local reach

The facts

Sephora is currently examining the possibility of developing a new service to provide home beauty lessons: Sephora en Aparté. Within the scope of the project, the retailer would send a professional makeup artist to the home of one of its customers, who would be responsible for inviting seven other people to the session, the aim being to dispense paying makeup and skincare classes, both theoretical and practical. A welcome kit has been created for the hostess, who is also offered a free gift.

The analysis

Having previously been the preserve of brands that have no stores, the in-home sales approach could soon win over nationwide retailers, as Sephora's En Aparté project illustrates. The originality of the initiative alone is worthy of note. First, because by encouraging customers to hold events in their homes, Sephora is pioneering a new form of expression for retailers, a cross between an in-store demo and door-to-door selling. This allows it to get closer to its customers by physically going out to meet them. And second, because it adds depth to its mission and highlights its desire (which apes that of nationwide brands) not only to sell, but also to "educate" its customers about how best to use the products it offers.

En bref

The new Porsche 911 is fitted with the Wet Mode system that can detect water on the road and thus prepare the vehicle's traction control systems. The driver can then choose the appropriate driving mode.

Korean Air is the only airline with its own farm, which can be found on the slopes of Mount Hallasan on Jeju Island. Jedong Ranch grows all the organic vegetables used in the menus the airline serves on its planes.

On Rue Beaubourg in Paris, an apartment block containing 20 social housing units is heated by line 11 of the capital's metro network. The system covers 35% of the building's heating requirements, generating a €75 saving per household. It is the fruit of a partnership between the RATP group and Paris Habitat.

 *Isabelle R. / Retail France*



Startup Tellement Là offers virtual funeral assistance services via an app and a connected funerary monument, which starts an augmented-reality animation paying tribute to the deceased when scanned with a smartphone.

www.tellement-la.fr

Parisians can now head to Avenue de Clichy (17th *arrondissement*) to collect grocery orders placed via the Leclerc website. Dubbed "E. Leclerc Relais", this is the retailer's first pedestrian click-and-collect facility.

This spring, Carrefour plans to trial a fully-automated store that will offer queue-free shopping and automatic payment using facial recognition. The store will be located at the firm's head office in Massy and will only be accessible to company employees.

 *Guillaume B. / Ressources Humaines*



In Saint-Guilhem-le-Désert (Hérault), restaurant Le Petit Jardin has banned mobile phones and video games. Armed with a whistle, the manager gives out yellow cards to warn transgressors and red cards to signal their expulsion...

 *Guillaume M. / Digital Lab*

In the new Monoprix store on the Champs-Élysées, customers are provided with lockers offering access to concierge services. As well as parcel collection, they allow users to drop off or pick up laundry (including items on hangers), which is entrusted to a local dry cleaner, but also shoes, which are fixed by a shoemaker. In addition, tourists can collect the keys to their rented accommodation thanks to a partnership with Airbnb.

Beauzelle (Haute-Garonne) is now home to the first zero-waste click-and-collect facility (dubbed "Drive tout nu" or "Naked click-and-collect"), where local products are sold in bulk in reusable packaging (canvas bags and glass jars), which is returned by consumers before being washed and put back into the system.

<https://ledrivetoutnu.com>

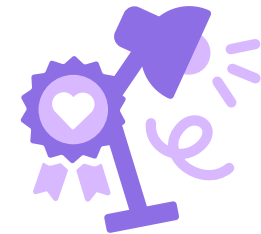


LCL now offers a WhatsApp number for those wishing to contact an advisor. This is the bank's take on the ever growing chatbot and virtual assistance trend.


Initially devised in Berlin, the Give Box is a box for charitable donations that also supports the fight against waste. Local inhabitants are invited to drop off items they no longer need (clothes, books, games, bicycles, etc.) so that they can be used by others. Give Boxes have already been installed in Nantes, Le Havre and Talence.

<https://budgetparticipatif2018.talence.fr/dialog/budget-participatif-de-talence-2017/proposal/projet-20-give-box>

 *Fanny L. / 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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