

l'œil

by L'Observatoire Cetelem

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in depth study of new
consumption trends

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Could households become the future growth engines of retailers?

Now that city centres are becoming increasingly deserted, some retailers are wondering whether it might be a good time to go to the homes of customers

www.optic2000.com/optic2000-a-domicile

Seen across France

Optic 2000 recently announced its intention to develop home shopping. And while the brand was not the first to come up with the idea (the appropriately named Opticiens Mobiles already occupies this segment), it is the first to invest so heavily in the model. The concept is simple: the store closest to the customer's place of residence makes initial contact to better understand the individual's needs and tastes, before visiting them at their home with a selection of frames. A second visit follows soon after to deliver the glasses and adjust them to the wearer. The same prices are applied for home deliveries as for in-store purchases and no travel expenses are charged. During a trial period conducted in 18 stores last year, 95% of the customers visited bought a pair of glasses at an average price of more than 500 euros for progressive lenses.



What to think of it?

With e-commerce now an established part of our shopping habits, all retailers are now trying to invent new rules to maintain their relationship with their clientele. The aim here is not to replicate the Tupperware party model, which revolves around the principle of brand ambassadors, but to go directly to customers' homes and offer them what they can usually find in stores. At a time when city centres can sometimes seem a little empty, the idea of retailers inviting themselves into French homes to reach out to those who don't have the opportunity (or who lack the youthful energy to do so: the service is also aimed at seniors) to go shopping "in town" makes sense. **If you don't go to the store, the store will come to you.** Going into people's homes offers various advantages. It allows a brand to understand **how people live, rather than just observing what they buy. This is about forming a relationship based on proximity and intimacy**, and not just on the regularity of people's visits to stores. It enables **many tiny pieces of lifestyle information to be gathered**, so as to nurture the bond between a retailer and its customers. This is the kind of data that it is impossible to collect through loyalty cards.

The current success of meal kits may be a sign that consumer expectations are evolving

Meal boxes delivered to homes on a subscription basis are not just a solution for those who feel that they lack time, ideas, skills or even the desire to cook...

Seen in France

It is hard not to be aware of home-delivered meal boxes. On the one hand, there are those aimed at people concerned about their weight. These include Comme j'aime, Mon Panier Minceur, Kitchendiet, Régime Box and DietBon, whose target market excludes nobody. On the other hand, there are those aimed at anyone who doesn't want to cook like their parents. They go by names such as Foodette, Quitoque, Les Commis, Rutabago (which has launched a partnership with Biocoop) and HelloFresh, and their monikers alone make it clear that they are looking to reach well-off urbanites who could be lazily described as hipsters, but their audience is probably much wider than that. What all these brands have in common is a strong presence in the media, be it social or traditional, and their subscription-based models, which allow them to become a part of people's habits.



What to think of it?

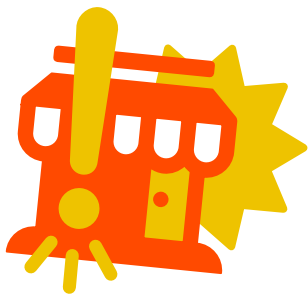
The sudden appearance of a variety of meal-box providers is no coincidence. Whatever their origin or niche, they are able to closely meet many of people's current expectations. Most importantly, they cater for those who say they don't have time for food shopping or meal preparation, those who simply don't want to cook and those who lack inspiration or even ability, arguments that always come up when the topic turns to cooking, but which are **harder to stand behind when all one hears about is the need to eat better** and the idea of cooking being a fun and creative pursuit. Environmental concerns are also likely to have something to do with the popularity of these offerings, since they tend to feature **ingredients grown locally and come in reasonable portions** to cater for the expectations of consumers who are increasingly mindful of the origins of what they eat and want to waste less food. Another probable key to the success of these boxes is **the idea that they can contribute to self-transformation**, whether it be in terms of losing weight or learning new recipes. **Surprising yourself with what you have achieved**, gaining confidence, feeling better in yourself, enjoying the highly gratifying feeling of improving in some way... these now seem to be **the promises that consumers are most interested in hearing.**

Having a more discreet presence can actually be a strength for retailers

Given that everyone today can access pretty much anything, could the most desirable option now be to gain access to those things that seem less common or less obvious?

📍 **Seen in Paris, Nice, Hong Kong, Milan and New York**

Clandestine bars seem to be popping up all over the world. Whether small or just well hidden, they are aimed solely at those who are already aware of their existence. For instance, Paris is home to the aptly named Kachette, a 120-square-metre absinthe bar set up in a basement. There is also L'Epicier, which is concealed behind shelves stacked with couscous. In Nice, a fake photo booth conceals the entrance to the Old Sport Club, whose address is only divulged to those who sign up on its website. The BackDoor43 in Milan only has room for four people. Barber in New York is a bar hidden behind a barber shop, while Hong Kong is home to the Foxglove bar, which can be found at the back of an umbrella store.



💡 **What to think of it?**

In a world obsessed with the instantaneous, whether it be synonymous with immediacy or ease of access, it is not surprising to see retail businesses jumping aboard the idea of **making their presence less obvious**. The concept pushes back against a marketing and sales rationale that dates back more than fifty years and focuses on reaching an ever wider audience. We have already mentioned bars that have opted for greater discretion, but tomorrow we could be talking about companies from other sectors, such as fashion or tourism, where market players are having to compete with a rapidly growing number of similar offerings that are accessible to a larger number of people than ever before. For retailers, **adopting a (slightly) lower profile on the high street can actually secure them a greater degree of exposure**. This allows them to attract attention (because of the buzz it inevitably generates on social media) and nurture an increasingly intangible sense of community, something that is always going to require fresh relational models if it is to keep going (*"I'm there, therefore we are."*). This approach also serves to remind us that the "experience" brands want to offer their customers today need not be confined to their stores, but can begin before they walk through their doors. **Focusing on the moments that lead a consumer to a store can be as fruitful as investing in what happens within it**. After all, the journey that leads to a destination is sometimes more interesting than the destination itself...

Unlikely partnerships are not just the preserve of the fashion world

When it comes to partnerships, imagination is the watchword. The more unlikely they are, the more they benefit the brands that launch them.
www.asics.com/fr/fr-fr/klm-100/c/as12000000

💡 **Seen online**

To coincide with its centenary year, sports equipment manufacturer Asics has set up a partnership with KLM to enable the latter's employees and "frequent flyers" to learn about the benefits of running. The agreement, which is part of the airline's "Vitality" programme, will allow them to access running-related events, training sessions and equipment from the brand, including a new model of sneaker, the Asics KLM100, which was specially designed for the occasion and whose printed insole patterns form a map of the world. They will also be able to access the Runkeeper app.

💡 **What to think of it?**

In addition to their usual advertising campaigns in traditional and social media, brands like to come up with **tactical campaigns aimed at very specific populations so as to polish their image**, as illustrated by the alliance between KLM and Asics. The originality of the venture lies primarily in the fact that it bears no direct relation to the airline's line of business and the image it has created, instead **promoting a particular value** and a general state of being that it would like to impart on its staff: wellness and the physical and mental benefits of running and the spirit of community it generates. But it also stems from KLM's use of a single message to reach **both its employees (BtoB) and its best customers (BtoC)**, which implies that it sees them all as members of a big family. Clever... Lastly, instead of KLM contenting itself with launching a programme that rewards certain behaviours or an app developed specifically to enable runners to record their achievements, it has pushed the partnership much further by releasing co-branded sneakers, a choice that allows it to **express its message more tangibly**. It has also created what will undoubtedly become a collector's item in the process. **A brand partnership is not just about combining two names or two services**, it is also a way of attracting attention and stimulating fresh desire.





Word of the month

Slowfie: a contraction of “slow motion” and “selfie”, a slowfie is a selfie shot in slow-mo. This is a new feature on the iPhone 11 launched in early September.

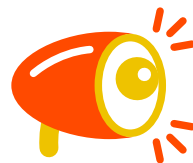


Catching the eye

According to a recent Zoom survey by L'Observatoire Cetelem on the role of food in French people's lives, **the *instafood* trend has taken hold among a significant proportion of French consumers: a third say they have taken photos of their dishes in the past** – either at home or in restaurants – and a quarter say that they then posted these photos on social media. Aesthetic concerns have become an integral part of the eating habits of many French people. 28% state that they have previously chosen a dish because of its appearance, either simply to admire it or to take a better photo.

(Survey conducted by Harris Interactive from 22 to 24 October 2019 on a sample of 1,028 people.)

<https://observatoirecetelem.com/les-zooms/enquete-1-3-la-place-de-l'alimentation-dans-la-vie-des-francais/>



A glance in the rear-view mirror

In February 2011, the issue of soft mobility was already gaining ground in Lille.

Green solutions

The facts

Launched by Mobivia Group (Norauto, Midas, Auto 5, etc.), Altermove is a new chain of stores specialising in soft mobility, whose first outlet recently opened in the centre of Lille. When they set foot in the store, customers are offered coffee and a mobility assessment, which is based on their lifestyle and enables them to decide whether to opt for public transport, car-sharing, ride-sharing, a folding bicycle or even a scooter. The brand gives users access to 1,800 individual “soft” mobility products and services.

The analysis

A highly innovative retailer that believes individual purchases should be motivated by the quest for collective well-being, Altermove reminds us that the evolution of mobility will involve more than just making existing vehicles electric or offering free access to bicycles. Change will not happen if we do not abandon the traditional vehicle ownership model in favour of alternating between modes of transport depending on the occasion or the circumstances at play. The challenge is therefore not just economic, but also psychological. And this is where the pertinence of Altermove's idea lies: it offers customers a personalised assessment to open their eyes to the inconsistency between their current travel habits and today's environmental preoccupations. This type of educational approach is crucial, but what makes it easier to implement is that the firm is offering solutions as well as products.

Summing Up

At Skoda's new Brussels dealership, visitors can not only check out the automaker's latest models, but also mobility solutions such as folding bicycles and electric scooters.

In the Franprix store on Rue de Réaumur in Paris's 2nd *arrondissement*, you can now prepare your own meal. There are four cooking hobs, as well as a fridge, a sink, an oven, pans and a plethora of utensils. The facility is still at the trial stage and can only be accessed by the store's loyalty card holders.

With the Levi's Trucker smart jacket launched in early October, you can simply sweep or tap your sleeve with your hand to play music, answer the phone or take a picture. It also alerts the wearer when they receive a message or a call.



At McDonald's, job applicants can apply using Google's voice wizard or Amazon's Alexa. All they need to do is introduce themselves and express their requirements. They then receive a text message containing a link allowing them to continue their application online.

The LVMH group now has its own YouTube channel, allowing fans to go behind the scenes and watch testimonials by its various ambassadors.

From January, the packaging used for all Herbal Essences hair products (Procter & Gamble) will feature tactile markings for the visually impaired. The brand has also embraced Alexa functionality, which allows consumers to ask questions about its products, and has partnered with the Be My Eyes application that connects the visually impaired with the sighted.



The menu at Le Relais (a restaurant in the 11th *arrondissement* of Paris) indicates the number of kilometres travelled by the ingredients used in its dishes.

France is considering the use of facial recognition, on a voluntary basis, to enable citizens to access government services.

Brunch is available at the La Nouvelle République hotel (also in the 11th *arrondissement* of Paris) at a price of €15 for guests, €25 for those who live in the neighbourhood and €29 for anyone else.


In Germany, H&M's store in Heideberg features a restaurant area with seasonal produce bought from local suppliers.



Also in Germany, a combination of iOS 13 and NFC technologies allows citizens to use their iPhone for online customs and administrative formalities.

Following in the footsteps of Yuka, *C'est quoi ce produit ?!* is the latest food rating app. Created by one of the cofounders of *C'est qui le patron ?!*, its ratings are based on criteria relating to origin and environmental impact.



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™