

l'œil

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in depth study of new
consumption trends

by L'Observatoire Cetelem

www.observatoirecetelem.com

A new era for gaming

Ever on the lookout for new segments to explore, brands could soon embrace games as a way of capturing new target markets

www.facebook.com/Burberry/videos/727751911074712

Seen in the UK and the United States

After Louis Vuitton and its arcade game, Burberry recently unveiled its first online game, "B Bounce", which lets fans of the label meet up and head to the moon accompanied by a mascot, a deer wearing a puffer jacket featuring the Thomas Burberry (TB) monogram. Players start off by selecting a jacket for their character and can earn speed points throughout their journey by picking up TB logos. The players with the highest scores can win personalised virtual puffer jackets and gifts. Anyone can try the game out at the label's flagship store on London's Regent Street. Last month, French video game brand Atari announced that it would be opening eight gaming resorts in eight American cities in the aim of reviving its fortunes. All will include e-sports areas as well as arcades featuring Atari's own games.



What to think of it?

With its online game, Burberry hopes to attract the youngest consumers. Indeed, this is a demographic that will one day become the label's clientele. Some may already be customers with whom the brand is keen to strengthen its relationship. With its new hotels, Atari is attempting to restore its position as a key player on the gaming scene, by stimulating nostalgia among its former fans and playing the vintage card to reach those who are unfamiliar with its past. So, on the one hand we have a luxury brand that has developed an online game, while on the other we have an online gaming brand that is opening hotels. These two initiatives illustrate both **the huge appeal of games today** (highlighting a growing desire to escape from everyday life?) and a rationale that is currently very popular with brands and which involves **venturing into sectors far removed from their roots**. This allows them to generate new points of contact with fresh target groups and allows them to showcase whole new facets of their identity. Many brands initially spread their tentacles without stepping out of the world of retail, through flagship and pop-up stores. Later, hotels and restaurants offered them the chance to market themselves as "lifestyle" brands.

(Read more on: <https://observatoirecetelem.com/loeil>)

There are other ways for brands to encourage talent than through sponsoring or setting up a foundation...

Offering innovative products and services, making customers more familiar with their culture, allowing people to express their creativity... The role of brands continues to expand and gain in sophistication as time goes on.

<http://lepointvirgule.com/content/la-petite-pièce-ikea>

Seen in Paris

Last month, Ikea launched a highly original partnership with the Point Virgule theatre to hold a stand-up contest on the theme of lack of space in everyday life. Because finding room for storage in small spaces is often a headache, the interior design company chose to have some fun with the topic. Entitled "*La petite pièce Ikea*" ("Ikea's little room"), the initiative allowed budding comics to try their luck by posting a comedy video lasting 3 minutes or less on the topic of lack of space and the problems it creates. First a jury selected 20 candidates, then the public voted to select the 8 who will be invited to perform on stage at the beginning of March, with three dates in Paris, before heading out on tour to Lille, Lyon and Marseille.



What to think of it?

Today, it is hard for brands to resist the temptation to collaborate with other brands (preferably those whose area of business and history are very different) or influencers (bloggers, artists, actors, celebrity chefs, etc.) to boost their desirability, reputation and relevance. In fact, it is often the new world that offers collaboration opportunities to the old world. **Creativity versus respectability**. A win-win situation. The phenomenon is particularly prevalent in the fashion, restaurant, alcoholic beverage and retail sectors, which see it as a way to maintain an enviable presence on social media. **All sectors could eventually follow suit, as this is the kind of approach now expected by consumers who are hungry for the unexpected**. The partnership formed by Ikea and the Point Virgule theatre opens up a whole new avenue for brands seeking to collaborate, as it is no longer a question of seeking out talent to produce a new offering but one of **helping talent to emerge**. We were already familiar with "learning" brands (learn to eat better, to fix things, to cook, etc.), but we are now seeing the appearance of **"springboard" brands**, which help people reveal their talents both to themselves and others within the context of the brand. This is much smarter than setting up an umpteenth foundation to "encourage talent" or going down the usual sponsorship route. It is also an original way of **breathing new life into one's brand**.

One way of revitalising city centres is to showcase the great know-how they harbour

How do you restore the attractiveness of a city centre that is falling into destitution? The answer doesn't always involve the entertainment industry...

<https://www.citedelachaussure.fr>

Seen in Romans-sur-Isère

The town of Romans is known as the shoe capital of France. But right next to the very official-looking International Shoe Museum, which is housed in a former convent, the Cité de la Chaussure (a sort of “shoe village”) was recently opened in what was once a city-centre supermarket. Visitors to the Cité de la Chaussure, which is backed by the Archer Group, can explore five working production facilities (covering a total surface area of 1,500 square metres), a store that exclusively sells shoes made in Romans and features all the main local brands, together with all manner of leather-based products and services, jewellery, accessories, shoe repair, etc. The site also features grocery stores and snack bars, not to mention a branch of the local Tourist Office. A tour of the workshops costs €5 per person and gives access to special offers in the site's stores.



What to think of it?

At a time when many medium-sized towns are in decline, the Cité de la Chaussure demonstrates that it is possible to reverse this trend by **showcasing an area's economic activities to serve the common good and revive local traditions**. The aim here is not just to sell shoes or leather accessories at factory prices, but to **promote the know-how and production methods that contribute to the region's reputation**. The fact that visitors can watch actual workshops in action goes a long way to achieving this ambition. The decision to set up shop in a former city-centre supermarket is like a metaphor for the need to **reappropriate production facilities to counter an omnipotent retail sector**. The purpose of the Cité de la Chaussure is not to serve as just another tourist attraction, or even (alas) to create thousands of jobs, but to **enable niche artisanal workshops to collaborate and establish a direct relationship with their customers**, free of intermediaries. Half showcase for traditional industry and half springboard for a new economy, **this kind of economic and cultural alliance is a promising way of revitalizing city centres**.

Why not speak directly to children when it comes to the issue of healthy eating? And why not do so in a way that is fun?

At a time when the issue of healthy eating is becoming ubiquitous in the world of mass retail, one brand has chosen to address the topic other than through advertising.

<https://studio100.com/be/fr/tv/studio100tv-colruyt>

Seen in Belgium

Belgian supermarket chain Colruyt will soon be launching a TV programme for children, available on Studio 100 TV (which specialises in children's entertainment) and via the store's app. Every week, the programme will offer simple and balanced recipes that are easy to make under supervision, including main courses, desserts and snacks. Each episode will focus on a seasonal vegetable and all the recipes presented will be endorsed by nutritionists. Colruyt will provide logistical support and will give the producers access to its kitchens at the Colruyt Group Academy.



What to think of it?

Today, all mass retailers want to dispel the notion that their identity revolves entirely around their points of sale and, therefore, a constant quest to push people to spend. Some are attempting to transform themselves into living spaces that bring people together and allow them to exchange their goods, while others endeavour to play a more societal role that allows them to go beyond the narrow confines of consumerism. Like Intermarché in France, Colruyt wants to encourage its customers to **eat better and consume more responsibly**. What makes its approach stand out is as much the fact that it has **chosen primarily to target children** as its decision to team up with a TV channel. After all, children are the consumers of the future and have the capacity to pass on messages to other children and their parents. Launching a TV show to **harness the entertainment value of cooking and healthy eating** illustrates the potential that this strategy offers to those willing to produce programmes to help promote their stores. In the future, it is not beyond the realms of possibility that mass retailers will have their own shows that can be accessed from the various devices we own, **a new format** that sits somewhere between home shopping, blogs and Instagram stories, confirming that stores will increasingly become places to meet and trade, rather than just points of sale. In some cases, this could become their primary function.

The success of the circular economy is not only down to ecological or economic motivations...

When the circular economy is harnessed to build communities, new kinds of circle emerge...

www.greendypact.com

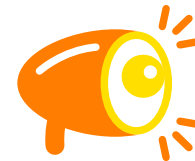
Seen in Lille

Launched in the heart of Lille at the beginning of the year, a new concept store allows its customers to update their wardrobe without having to buy a single item of clothing. Christened Greendy Pact, the initiative is straightforward and inspired by the circular economy: users take clothes they no longer wear to the store (these must still be in good condition and fashionable) in exchange for "Greendies", a virtual currency that is credited to their online account. This currency can be spent on other clothes that have been dropped off at the store. Greendy Pact's business model revolves around a paid online subscription, with a Pass required to access the concept store.



What to think of it?

Often criticised for being one of the least eco-friendly sectors – due to the distances between production and consumption locations – and for its excessive consumption of water, the fashion industry is constantly coming up with new initiatives to develop more responsible economic models and prove that it cares about the planet. The circular economy is one possible avenue, because it fosters **new approaches to design, production and consumption**. In this particular case, Greendy Pact is embracing the idea that one can extend the lifetime of an item of clothing by having more people wear it. The retailer isn't targeting those who want to earn an income from selling their clothes and who have to spend time advertising them online in order to do so, but those who **want to do something for the planet and reject the concept of "fast fashion"**. By skilfully drawing inspiration from the LETS (Local Exchange Trading System), rather than running a standard barter scheme, and by requiring users to possess a pass to gain access, Greendy Pact **is creating a community of customers** who will have an incentive to visit the store repeatedly so as to exchange clothes, but also **to meet people and share ideas and tips**. This serves as a reminder that one of the main prerequisites for the development of engaged consumption is making people feel that they belong to an engaged community.



A glance in the rear-view mirror

In May 2017, L'Œil reported on a small-scale initiative in Chelles that heralded what was to come in the future.

Responsible employees

The facts

Since Chelles municipal council does not provide paper bags for grass cuttings and dead leaves, sales staff from the gardening section of the local Carrefour hypermarket looked for a supplier, commissioned them to design their own model and put it on sale in their store for €6.99 for ten bags. Carrefour was so impressed with the idea that it now wants to replicate it in other parts of France.

The analysis

At a time when brands and retailers are launching various green initiatives, both to highlight their social conscience and to get people talking about them, Carrefour's initiative in Chelles stands out because of its modesty and originality. However, in this particular case the idea of supplying bags for gardening waste came not from the retailer itself, but from Carrefour employees who live in the town and noticed that the council did not provide them. Better still, the company deemed the initiative so worthwhile that it is now looking to repeat it on a wider scale. Proof that a retailer can express its social responsibility other than through major PR campaigns.



Word of the month

Köpskam: A Swedish concept that expresses the shame felt when purchasing certain products, clothes in particular, because of their environmental impact. Add this to Flygskam, the shame of travelling by plane, and it becomes clear that green consciousness is having an increasing influence on the economy.



Catching the eye

According to the latest Médiamétrie survey, television still plays a central role in the daily lives of the French: 41.3 million of them watch TV every day, i.e., 71% of the population, for an average of three and a half hours. The average length of time spent in front of the TV by women under 50 who are in charge of their household's purchases fell from 3 hours and 58 minutes in 2012 to 3 hours and 8 minutes in 2019. **In addition, more and more people – 7.8 million in fact – now watch TV on replay, a 13% increase in two years.** Video-on-demand platforms attract an average of 4.5 million users each day, for an average of 2 hours of viewing.

According to an Ipsos Boston Consulting survey conducted in December 2019 and involving 4,112 students and 2,083 alumni of 187 Grandes Ecoles (France's top universities), **nearly three-quarters of students (and 65% of graduates) feel that the social and environmental responsibility of large companies is completely inadequate**, even though the vast majority believe that these firms can make a real difference. More than one in six of those surveyed (students and graduates included) believe that companies act opportunistically and according to their legal obligations, while only 6-8% consider that they do so through conviction. Almost two-thirds say that they would be prepared to turn down a position with a company that lacks such engagement.

According to the latest survey by the French e-commerce federation, online sales in the country rose by 11.6% in 2019, with the sector generating turnover of €103.4 billion. This was despite a rare slowdown in its growth in the last quarter, due to the fact that the web didn't benefit from people resuming their physical purchases after the country's long period of civil unrest. Overall, **e-commerce accounted for 9.9% of total retail sales, compared with 9.1% the previous year (the figure in the UK was 18%).**

Summing Up

At its store in Evere, Belgium, Carrefour has installed a wine bot that uses Google's voice technology to help its customers find the right bottle of wine based on what they plan to eat.

Ashoka Paris, a young Parisian leather goods label, recently launched a line of bags made from apple peelings.
www.ashokaparis.com/blogs/infos/ashoka-paris-presente-le-premier-sac-francais-de-haute-maroquinerie-en-pomme

Ikea is building a new eco-friendly store in the city centre of Vienna. It has no car park, but features green facades and a roof planted with trees, which is accessible outside the store's opening hours and is set to become a public park in its own right. Customers purchasing bulky items will be able to take advantage of a delivery service based at an out-of-town logistics hub.

Bouge Ton coQ is a funding platform for projects launched by associations. Supported by mayors acting as sponsors, the platform allows citizens to vote for the projects they would like to fund.
www.bougetoncoq.fr

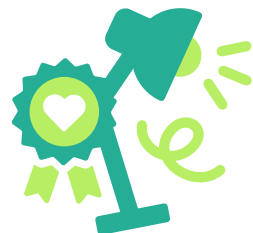


In the United States, BMW recently trialed a system that allows owners of some of its models to order and pay for their meals from the comfort of their vehicle, using a special app. The vehicle's sat nav is activated automatically and guides the driver to the relevant restaurant.

At its new Miami store, Walmart has launched an innovative system dubbed "Check Out With Me", where employees are equipped with a device that can scan products and print till receipts. This allows them to charge customers for their shopping without the latter having to go to a till.

Amazon recently launched a new home-shopping service known as "Amazon Live", a special page on its website featuring videos of products and brands that can be purchased immediately.

Amazon is now the world's biggest advertiser with more than \$10 billion in expenditure. The brand has surpassed giants of the fast-moving consumer goods world such as Procter & Gamble and Unilever.



Movie company Warner Bros. has announced that it will soon be opening the first store devoted entirely to Harry Potter merchandise. Located in New York, it will offer various interactive experiences and photo opportunities.

German sports equipment manufacturer Adidas recently announced the launch of two new fabrics made from recycled polyester and plastic waste salvaged from the sea, following the success of the models it developed in conjunction with environmental NGO Parley for Oceans.

In Warsaw, Carrefour is trialling a fully automated store under the "Express 24/7" banner. As the name suggests, the store is open 24 hours a day, 7 days a week.

New York City has passed a law that requires shops to accept payments in cash. The aim is to support low-income consumers who do not have a credit card or a bank account. Amazon Go stores, which are till free, will simply have to adapt.



In Switzerland, an association that promotes bench culture (Bankkultur) recently appealed to the public to help carry out a census of tourist benches (i.e., those facing beautiful landscapes) so as to create a map of the best-placed benches in the country.

Unilever recently teamed up with Terra Drone Europe to deliver its Ben & Jerry's ice creams by drone across New York. American drone legislation is set to be relaxed in the near future.



Employees of BNP Paribas Personal Finance help to uncover the micro-facts reported in L'Œil by L'Observatoire Cetelem.

OO 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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