**MARKETING 3.0**

By analyzing the roots of marketing in a more detailed way, and understanding it, we see and discover 10 indisputable credos of marketing that connect and relate marketing to values. For each credo (credo=principle), we present some companies that apply it in their business strategies, as main business practice. Some of them do it through contributions and integrate it to Goals of Development of Millennia, actually eight measurable means that in September 2000, 189 leaders of global level assumed and accepted it, with commitment to reach these goals until 2015.

The goals of development of Millennia are:

-Reduce by far poverty and famine all over the world, to maximum extent possible.

-Education for everyone

-Promote equally of sexes and enhance independence of women.

-Reduce mortality of children

-Improve health of mothers in the world

-Fight HIV/Aids, malaria all over the world, as well as other diseases

-Ensure sustainability of environment.

-Create a global partnership for development

The ODMs began as initiative of governments. However, companies are starting to view possibility of doing business from two already standard objectives. Unilever, Procter $ Gamble, Holcim, Philips, Vodaphone, S.C Johnson, BP, ConocoPhilips and Rabobank, in order to state of them, they are big companies who already make earnings, by integrating two objectives in their business in developing countries. These companies demonstrate how they make the difference globally-and how this difference results to earnings or not.

(Today 29 Nov 2020)

**CREDO i: LOVE YOUR CLIENTS AND RESPECT YOUR COMPETITORS**

In business, love your Clients means earn their trust and confidence, by offering them value and touching their feelings and spirit. Remember the words of Donald Calne: ‘’The difference between feeling, any kind of emotion and reason is that feeling leads the actions, while reason leads conclusions. The decision to buy and be faithful to a brand is by far influenced from feelings.

The Campbell Soup Company, for ex. changed color of their packets to rose, during month of Information on Breast Cancer, being able thus to significantly increase demand.

Consumers of soup are mostly women, and breast cancer is a theme of Medicine, to which most women are connected and on which many women are also concerned. This example shows that it’s worthy placing emphasis and feelings to the detriment of reason. (End today, page 150, continues..next time).

Today 1 December : We should also respect our competitors. It’s competitors those who contribute to growth of market as a whole; it’s them, the growth of a specific sector, and much more slow. By monitoring those competitors, we are able to detect our strong and weak points (and also those of theirs), something that is very useful for our company.

The strategy to broaden market, by allowing competition, can be put to practice through vertical and horizontal transfers of technology. Let’s see Unilever in Vietnam for example. Unilever offers high quality training to all suppliers in the best practices. During training, suppliers learn on importance of high quality, and necessary technology in order to achieve this quality and domination. Apart from that, Unilever also offers financial support to providers. (Today 3 Dec 2020)

By doing so, Unilever has managed to maintain low cost for local suppliers, and at the same time handle quality. A thing to take into account is the possibility of suppliers of Unilever to also serve competitors. A curious thing to know: Unilever allows this to happen because it thinks that practice helps in market development in general.

On the other side it’s still too difficult to understand transfer of horizontal technology. There are not many companies who wish to inform competitors on their technology. In the meantime, this is possible is not believed to be able to expand on market on its own. In this case company is willing to share the risk. It would make cooperation and allies with other companies in order to obtain high scale economies. A great example is the cooperation of seven companies of pharmacy branch (Boehringer ingelheim, Bristol Meyers Squibb, GlaxoSmithKline, Merck, Roche, Abbot and Gilead) who managed, through collaboration to reduce price of treatment of HIV/Aids in developing countries, by trying to achieve one of Objectives of Development of Millennia. (End today.3 Dec here.)

Another example that we can state is, when few companies, like Shriver, upon launch of new mobile phone RED for fighting Aids in África., were charged with millions of lib. To treat Aids prevention.

Treat your competitors like your customers, with respect. .

CREDO 2: SMALL CHANGE READY TO TRANSFORM

The business environment is highly competitive and dynamic. The number of competitors will increase its intelligence also;

The same applies for clients. If you were insensitive and your intelligence too, this would certainly die.

Before Prius, Toyota was not considered an innovative company, that had disruptive products. On the opposite, the company was known for its continual innovation, and for slow time decisions, firm though. In the meantime Toyota grasped the tendencies of market and perceived that it had to launch a car soon, before concept becomes obsolete. Thus, by launching Prius stopped many of its hard Japanese systems of management and acted fast in developing products.

Until Wal-mart a huge provider, was forced to change. The best provider worldwide was criticized for many things and was commented negative for many of its policies, of environment and chain of supply. In the meantime, in the last few years the company became a green giant. Finally Walmart, understood that strategy of low cost that converted it to a winner could not function in the future, as long as consumer behavior had changed.

*When times cha*nge, try to change too.

**CREDO 3: PROTECT YOUR NAME, CLARIFY WH YOU ARE**

In marketing, the brand reputation is everything. If two products have the same quality, people will want to buy, the one of best fame. A company should clarify its position in market and differentiation of brand name.

The Body Shop is one of the best global examples of company based on values. The national commerce of this British company-purchase of materials of local communities from people of low income around the world-is possibly one of the best practices, that tend to eradicate poverty at the same time.

Another practice of business for which Body Shop is famous is its compromise with competitors upon performing tests of animals. The advanced company prohibited tests of its products on animals, before prohibition becomes active in European Union. Certainly, these rare practices, are not effective nor do they make sense in the field of business. However they helped Body Shop become one of the biggest sellers in United Kingdom, by creating a niche of market, of green products.

Result: in L’Oreal, the biggest fabricant of cosmetics worldwide, acquired company, in a face business, through which it managed to pay 34,2% more on initial price. The problem of Body Shop is to protect its fame, and at the same time influence internal field, in l’Oreal, a Company criticized for performing tests of products on animals, in order to protect its business values.

*C*REDO 4: CLIENTS ARE DIFFERENT AMONG EACH OTHER; PROVIDE FIRST THOSE WHO CAN PROFIT MORE FROM YOU

This is the beginning of ssegmentation. You don’t need to take care of everyone, but try to assist those who are willing to buy, or have been so and profit from purchase and relationship.

In general, markets of products are constituted from four different levels. 11 1. A sector that needs general products, with general features and includes higher prices.

2. A “glocal” sector, that requires products worldwide, more with local features, at lower prices, and seeks for higher prices.. 3. A local sector, that wants national/local products with local features and prices. 4 A sector on basis of pyramid that applies for luxury in order to buy for products available of lower prices.

(17 Dec 2020)

The base of pyramid is the appropriate sector for challenge of domestic companies in developed countries. And also the appropriate sector of Marketing 3.0.

Holcim has promoted needs of residence of people of low income in Sri Lanka. The company worked with a company of micro-loans in house building, that apart from being house for staying have also offices of small companies. Holcim see these consumers of low income as future market, for reaching the top of financial pyramid. On the other side, this project has changed community, by offering better houses and giving to pour access to source of income. For this reason, help to figures 1,2,3,7 and 8 of ODMs.

*Focus on sector where you can earn more benefits.*

**A FAIR PRICE**

We should not sell products or services of low quality for high price. The true marketing is fair marketing, where price meets quality of product. If we try to cheat people, by offering products of low quality as if it were a product of high quality, our clients will leave us.

Unilever tries to reduce price of iodized salt, in order to be able to replace salt in sodium, often used in Ghana. In order to improve health of people in a country, Unilever has used its global capacity.

OFFER ALWAYS A GOOD PRODUCT FOR A FAIR PRICE

We shouldn’t sell products or services of low quality for a high price. True marketing is the fair marketing, where products deserves price. If we try to cheat people, by offering products of low quality as if they were of good quality, our clients will leave us. Unilever tries to reduce price of iodized salt, in order to be able to replace non iodized salt, so much used in Ghana. In order to improve health of people of our country, Unilever has tried to offer financial viability through sachet sachet marketing (tendency of marketing essence of which consists in supporting companies to sell their products on market at low prices more in big quantity, without losing focus to brand. The core of this effort is application of expertise in the chain of promotion of Unilever, aiming to reduce cost of distribution. This project approaches mainly middles 1,2 and 5 of ODMs. 13 Another example is effort of Procter & Gamble to offer water for drinking for use. As Unilever, company is specialized in e sachet marketing. With its patented treatment of water, company has distributed drinkable water to people abroad. Technology has reached a sachê reaching this way poor people. With content of each sachê, it’s possible to handle 10 liters of normal water for use. With this effort, company helps people to reach the average 5, 6 e 10 of ODMs. 14 Give fair prices in order to reflect its quality.