**Marketing 3.0**

**Positioning-Variety-Brand**

Consumers of low income do not always prefer cheap products; they evaluate well known brands. However brand should reflect society. According to Douglas Holt, pictures represent a special type of history, that consumers use to express their stress and desires. In this case, stress and desires of poor people are an opportunity to improve their life style.

Positioning in this segment can be defined in many ways. Company may have the fame of ‘’hero for poor people’’ or as a company that ‘’teaches fishing’’ and does not give the fish. The main message is the same: a social company helps people to improve life, by offering products in low prices and the opportunity to handle sale.

In case of multinational company, positioning must be defined from country. Philips in India for example, is at level of providing healthcare services in cities. Philips India has introduced DISHA, (Distance Healthcare Advancement Project) in 2005, with the objective with the objective to improve quality and reduce prices of health services for poor people. The company provided mobile health services in some cities, where poor people can take health checks of diagnosis and consult doctors on matters of maternity, for ex. as well as treatment of traumas of babies.

In order to protect positioning, a social company should try to develop and adopt the spirit of social business as a factor of differentiation. A typical differentiation for a true social company, in contrast to other companies socially responsible, and ONGs, is that social companies offer long term solutions, in developing the business spirit at the base of pyramid.