**Marketing 3.0**

The story of a brand, according to Holt, includes at least three important elements: personality, environment and metaphor. A brand has optimal persons when it becomes the symbol of a movement that focuses on problems of society and changes life of people. This is the primary theory of Holt on cultural branding. Upon identifying a cultural movement, brand becomes a cultural brand. Body Shop for example, is symbol of social activism, while Disney is symbol of identical ideas. Wikipedia is symbol of collaboration, while Ebay is symbol of governance of user. In other words, a brand should promise a new way of doing business and meet needs of culture.

The end of changing relevant persons for life of people, a good story needs an environment. In *Made to Stick,* Chip and Dan Heath present two types of good environment. The story of David and Goliath is a typical example of a challenge environment. According to this type of back round, a brand spends paper of a more simple actor/protagonist that accepts a stronger challenge against enemy than a difficult obstacle. In the end, it’s clear that brand will be a winner. Body Shop is a best example of challenge, as it includes stories of farmers in developing countries that strive for commerce and earnings. The types you meet in book series ‘’Chicken Soup’’, are good examples of connection. In this type of environment, brand serves as bridge between habits that exist nowadays: those of race, age, gender and more. Brands of social media, like Facebook use connection environment to distribute its stories. The one of creativity, on the other side represents series of television ‘’MacGyver’’, as MacGyver always finds ways to solve problems by his cleverness. Virgin is known for using this type of story, with Richard Branson by writing on MacGyver.

Generally, visionary leaders do not invent stories. They just find stories that circulate nowadays. The majority of stories are from there. This is what they do and seem so relevant. But surely one needs to be sensible in order to grasp them. To help in this case, Gerald and Lindsay Zaltman offer a process to reveal deep metaphors. Deep metaphors are codified unconsciously through whole human beings when they are still young, namely from childhood. By using a technique called ZMET-Zaltman Metaphore Elicitation Technique- we can identify metaphors to understand how we should build our stories and how consumers will react to them. The seven metaphors of Zaltman, are called seven Giants. These are : *balance, transformation, permanence, recipient, connection, resource, control.*