**Marketing 3.0**

In the technique ZMET, consumers are requested to post photos and make a collection from them. Through systematic research of collections along with relative interviews, thus interviews that connected them, we can interpret deep metaphors included there. For example, people who use metaphor of balance unconsciously, can create an expression on ‘’excess of weight’’ when we investigate their collections on nutrition, or ‘’opportunities equal to equal employment’’, when we search their collections on search of work. (job search). These insights are useful for companies whose mission is to improve nutrition of consumers or promote diversity to market of work. Understand the meaning of transformation of consumers, for ex. upon exchanging their car for the ‘ecologic’ one. Prius during the American program ‘’ Cash for Clunkers’’, could be useful in creating stories for Toyota. Consumers who use daily metaphor, for example should comment, saying ‘’It’s hard to survive crisis’’. Understand this helps companies to create stories of their brand in eras of financial crisis.

Metaphor of recipient can symbolize protection or equipment. Citizens (inhabitants/resident) of rural areas of poverty see poverty as the ‘arm’ that connects them to external opportunities, while older employees consider or see funds of pension as protection that ensures surviving in future. Metaphors can help companies understand environment where consumers live, thus way of life. Metaphor of connection is relationship. Companies can disclose how consumers see others in their nets. Companies can discover the meaning of friendship or brand. Steve Jobs used metaphor, upon telling a story, where iPhone would allow people to access music, phone or Internet on the same device. IPhone was used as resource for consumers. In an epidemic era, consumers could be able to declare that they don’t have control over epidemic diseases. What they can only control is immunity. This is a good example of expansion of control.

People and persons are important in some stories. They symbolize and represent brand perception through human spirit. The environment shows how people navigate through Internet by reproducing their own versions of stories. Metaphors are the unconscious process of human spirit. Stories of description will gain relevance and will apply for consumers as true stories. Emotional stories have basically three important elements : person, environment, and metaphor. Create a good mission is an enormous path for companies, diffused through stories.