**Marketing 3.0**

**THE TRANSITION OF HUMAN SPIRIT: THE**

**MODEL OF 3IS**

In Marketing 3.0 companies need to approach consumers as complete human beings. According to Stephen Covey there are four main parts

that define human being : body, mind able to think and analyze, heart to feel and spirit-soul is the center of philosophy.

In marketing, concept related to mind of consumer began with *Posicionamento (Positioning)* the classic book of Al Ries and Jack Trout.

Authors claim that the idea of product must exist in mind of clients in a significant single way. However experts of marketing of Volvo had great success in placing to mind of car buyers that product offered more safety than all others.

Later on, we began to recognize that emotional part of human soul had been neglected. It’s not enough to reach mind. Experts of marketing also need to reach heart of consumers. The concept of emotional marketing was described in some books, such as *experimental* Marketing of Bernd Schmitt, *Emotion of Brands,* of Marc Gobe, and *Lovemarks* : *future apart from brands,* of Kevin Roberts, to mention some of them.

There are excellent examples of emotional marketing from experts of marketing, like Howard Schulz , of Starbucks, Richard Branson of Virgin and Steve Jobs of Apple. The concepts of ‘’third place to buy a coffee of Starbucks’’, of ‘’non conventional marketing’’ of Virgin, and of ‘’creative imagination’’ of Apple are relevant introductions to emotional marketing. They had been efforts focusing to our feelings.

Marketing evolves to a third stage, focusing to spirit of buyers. Experts of marketing should try to understand the problems and wishes of buyers and do what Stephen Covey says, ‘’explore human soul’’ in order to maintain relevance. Companies should treat consumers as human beings, who have heart, soul and spirit. The goal is not to neglect spirit.

In stage 3.0, marketing must be considered as a triangle of harmony, between brand, positioning and differentiation. In order to complete triangle, we introduce 3IS : *identity, integrity and image* of brand. In horizontal field of consumers, brand is useless only through positioning.