**Marketing 3.0**

**Image 2.5** Model of matrix based on values

The company SC Johnson and Son, for example, has integrated compromise with social and environmental sustainability in mission, vision and values (Image 2.6). With mission to ‘’contribute for the well being of society’’ as well as sustain and protect the environment, S.C Johnson & Son satisfies consumers by offering various products, realizes aspirations by asking clients to participate to protection of environment, compassion in practice and reaching the base of pyramid.

**Mind Heart Spirit**

**Mission** *Lines of products Promote use View base*

*Contribute to well being of society, for home and for of reusable of pyramid*

*apart from maintaining and protecting consumption packages*

*environment*

**Vision** *In order to create sustainable*

*Without a world leader economic values means help Ron Brown Award Sustainable values:*

*upon release of innovative communities in prosperity for Corporate SC Johnson Public*

*solutions to supply human at the same time contribute Leadership Report*

*needs through principles to earnings of company*

*of sustainability*

**Values** *We believe that our employees One of the 100 best companies The opportunity*

***Sustainability*** *are the soul of company for mothers who work to ensure health of*

*We create economic values, out of home environment and for*

*we strive for environment, social sustainability*

*we defend social progress*

**Image 2.6** Matrix based on values SC Johnson

Company has the vision to be global leader in offering innovative solutions for meeting human needs through principles of sustainability. Definition of mission is ruled by increase of earnings and various prizes granted to company. It can also publish a report where it shares its achievements in the field of sustainability.

The values of S.C Johnson & Son have root in *triple bottom line* : financial viability, conscience of environment and social responsibility. In order to reach mind, heart and spirit of current and future employees, company will use concept of results in three fields. Upon confirming that the soul of company is its employees, it views mind. In order to reach heart, company employees women with children, being considered one of the 100 best companies for women who work out of home. By offering opportunity to ensure environment and social maintenance, company would reach spirit.

We see the example of Timberland. In Timberland there is a simple mission : always improve its products. Satisfaction of clients with products of quality and creating feelings through shop design for example. In order to reach spirit, it includes a mission as its slogan.