**Marketing 3.0**

**CHAPTER 3**

**Definition of Good Mission**

Create brand mission is not so easy as it appears. It’s difficult to define in a single statement, why your brand should exist, mainly in the way you want, being innovative and have an impact too. If you have difficulty in declaring mission of your brand, you must know you are not the only one. Jack and Suzy Welch, having been performing a seminar of two-three days with round 100 CEOs. To their surprise they heard a 60% of CEOs saying that they could not define a mission for their brand. The rest 40%, claimed, that a model of jargon should be used without much importance.

The official site of *Dilbert* of Scott Adams on Internet, presented once an Automatic User of Definition of Mission, allowing users to declare that mission of brands should be combined with jargon use in field of business. Through merchant, user can create millions of statements on mission that seem to be ridiculous ones. An example is: It’s our duty to promote continually infrastructures at global level, apart from creating rapidly fonts based on principles, in order to meet needs of clients. Merchant is not available online so much anymore.

In this book we’ll offer you a new model or user of jargon. Our goal is to show the main features that build a version of brand. In Marketing 3.0, create a good mission, is present a new perspective of business that can change life of consumers. We call it :’’innovative practices’’. We also believe that there is a good story behind each mission. Thus, develop a new practice that is useful for consumers is an emotional practice for them. An uncommon idea aiming at a mission should involve mainstream of market, in order to create impact. In other words, defining mission requires participation of consumer. This way empowerment of consumer is important.