**Marketing 3.0**

An optimal example of empowerment of consumer is the Project 10 x 100 of Google. In commemoration of it’s 10th anniversary, in September 2008, Google asked consumers to give suggestions in how to help people of eight types : community, opportunity, energy, environment, health, education, protection and more. Google chose 100 finalists and asked public to vote for the 20 best ideas. The five best chosen ideas for an advising Council will win a total of $10 million for their implementation. The best idea will be the one that could help as many people as possible. Google uses net power, while at the same time it practices empowerment of consumer. The reaction was enormous and Google is currently choosing the winners.

Even for products of low value, like packed goods of consumption, empowerment of consumer is a tendency of defining a mission. Colgate, a brand whose mission is to make people smile, has a program of empowerment of consumers called Smile. It encourages consumers to place photos of their smile and get connected with other members of program. Tide, a brand of a simple mission, of cleaning clothes, has a program called ‘’Loads of Hope’’, that allows people help others from disaster. Consumers can help Tide to carry mobile washing machines for free to places of disasters in many ways, for example by making donations or working as volunteers.

The empowerment of consumer is a platform of opinion of attitude.. The attitude all for all, is what makes a net of consumers powerful. The stories of brands have no significance, thus not being important, if consumers don’t speak about it. In Marketing 3.0, speaking is a new way of propaganda. In Amazon.com, it’s common that readers write reviews on books and recommend them to other readers. It’s also common in Ebay that people classify buyers and sellers and post their opinion, that creates its reputation. There is even a site dedicated to reviews and recommendations called Yelp. These are basic efforts to encourage consumer to express his opinion. By speaking and through their opinion, consumers analyze and classify their brand and stories of brand. Best reviews and notes will influence net and accept stories.