



MARKETING 3.0

Las 3 eras del Marketing Moderno

1.0

“Nuestro producto es mejor”

La era de la
LÓGICA

2.0

“Nuestra marca te hace sentir mejor”

La era de la
EMOCIÓN

3.0

“Nuestra razón de ser conecta con tus valores”

La era del
PROPÓSITO

PROPÓSITO DE MARCA: la quinta "P"

PRODUCT
PRICE
PROMOTION
PLACE
PURPOSE

Philip Kotler, creador de las 4P's del Marketing
"The most influential marketer of all time"



Enable travelers to feel like locals, to belong anywhere



Create a better everyday life for the many people



Inspire every young man to be a Man of the World



Democratize high street fashion trends



Revitalize anyone's can-do attitude



Make information Accessible Worldwide



Enable human potential



Help everyone to share anything with anyone



Give everyone the power to share ideas instantly, without barriers



Red Bull®

Energize the world's bodies and minds



Accelerate the world's transition to sustainable, clean energy



JOHNNIE WALKER.

Inspire personal progress

Evolución significados de marca

'80-'90
show
what you
OWN



'90-'00
show
what you
KNOW



'00-'10
show
what you
DO



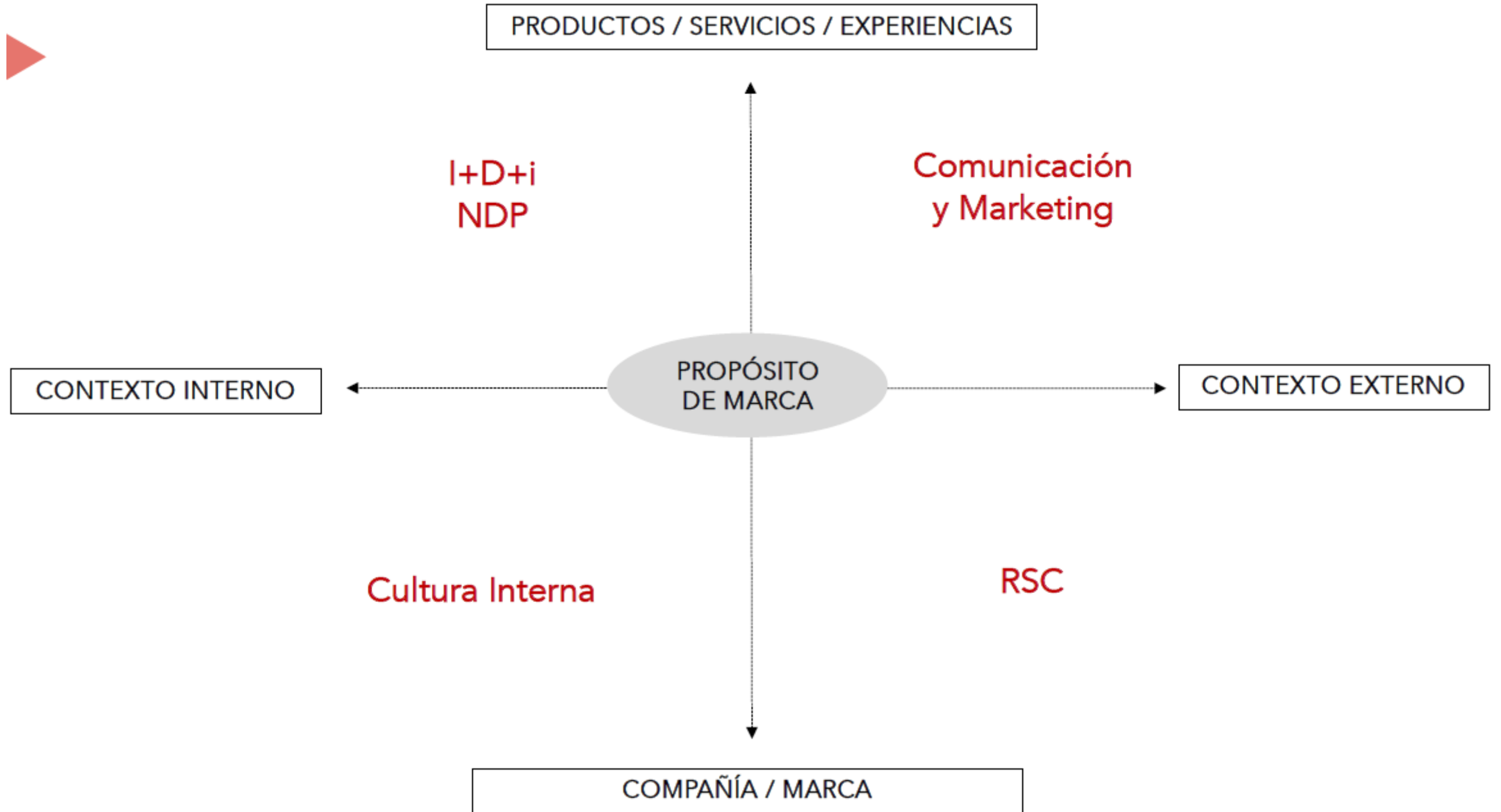
'10-'20
show
what you
BELIEVE

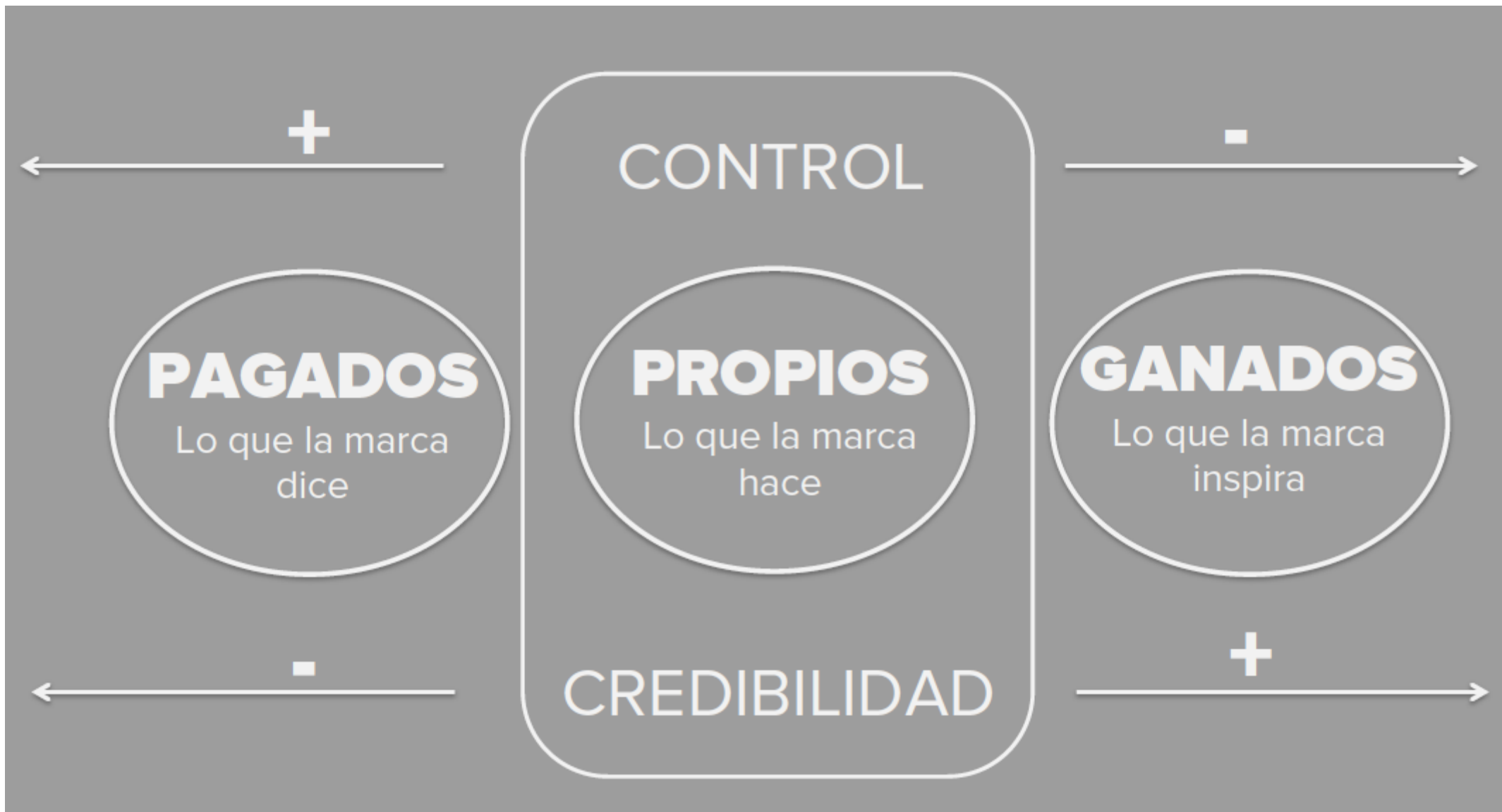


“El propósito no es una idea de marketing o de ventas. Es la idea que hay detrás de toda la compañía.

El propósito guía a toda la organización y ayuda a saber por qué la marca existe en este mundo (más allá de generar ingresos)”

—JIM STENGEL, FORMER GLOBAL MARKETING OFFICER OF PROCTER & GAMBLE (P&G)





Las distribuidoras de Mahou repartirán cerveza a domicilio en Madrid, Valencia y Granada

VÍCTOR M. OSORIO Madrid 1 ABR. 2020 - 19:01



Ver 5 comentarios



ÚLTIMA HORA



- 10:27 La economía china frenó su caída en marzo, pero sigue lejos de la normalidad
- 10:13 Los españoles viajaron un 1,1% menos en 2019, pero gastaron un 2,4% más
- 10:06 Fitch rebaja la perspectiva de Repsol y Moody's su calificación crediticia

CREACIÓN DE VALOR MEDIBLE

Externo

Interno

Reputación

Fidelización

Referenciación

Captación

Retención

RETORNO DE MAYOR CALIDAD
La gente te paga con su tiempo,
que hoy vale más que su dinero

relevancia



legitimidad

diferenciación

MARKETING 3.0: Cambios de paradigma

| | | |
|---|---|--|
| Innovación centrada en el usuario | → | Innovación desarrollada con en el usuario |
| Plantear propuestas a oportunidades identificadas | → | Descubrir nuevas necesidades y comportamientos |
| ROI (Return on Investment) | → | ROL (Return on Learning) |
| Investigar consumidor potencial | → | Integrarse con comunidades existentes |
| Proteger la confidencialidad en la categoría | → | Demostrar confianza en las personas |
| La compañía como experta en crear productos | → | Las personas como expertas en vivir la experiencia |
| CRM (Customer Relationship Management) | → | CRE (Customer Relationship Empowerment) |

Las marcas nos ayudan a “editar” para definirnos

The New York Times Magazine

What Happens When People and Companies Are Both Just ‘Brands’?



Ordenan significados

Comunican quienes somos

Establecen modelos de relación

**Javier Herrero-Velarde**

Director New Business at Mahou-SanMiguel; Ex-Dibex at ISDI School

**Mahou San Miguel**

13 años y 3 meses

Director New Businesssept. de 2013 – actualidad · 6 años y 8 meses
Madrid, Spain

Founder of the company Cervecera Independiente, 100% owned by Mahou-SanMiguel, business unit created to accelerate innovation and to develop local, premium and craft beer. Minority ownership in 2 relevant Spanish brands, La Salve and Nomada Brewing, and responsible for building the Brand Founders in Spain. Created a división for on-trade retailing, and a Brewhub project to collaborate with other top craft brewers around the globe [...ver más](#)

Marketing Directorfeb. de 2007 – sept. de 2013 · 6 años y 8 meses
Madrid

responsible for Marketing all across the organization with +50 people reporting, including recently acquired water business unit of Solan de Cabras and the beer international business unit. Deeply involved in recent new joint-venture in India and with international agreement with Carlsberg Denmark. Has incremented the leadership in share of market in Spain and become the leader [...ver más](#)

**Marketing Director**

Bupa

oct. de 2002 – ene. de 2007 · 4 años y 4 meses
Madrid

consolidated growth from 0,9 mill members in 2002 to 1,3 mill in 2007. Highest top of mind for Sanitas brand in the sector with 40% compared to 17% of highest competitor. Launched a new product for Disabled which has also become the key pillar of the CSR program. Created an expansion plan for the Dental Business which is today one of the key sources of company [...ver más](#)

**Coca-Cola España**

5 años

Educación**ISDI**
Dibex
2018 – 2019**Instituto de Empresa**
MBA Executive, Business Administration and Management, General
1993 – 1993**Wichita State University**
Bachelor of Business Administration (B.B.A.), Marketing
1984 – 1988**Logros****5 reconocimientos y premios**

Best Digital Brand in 2012 · EFI Gold Award in 2012 and 2011 · EL SOL Gold Award in 2011 · Product of the Year in 2012 · Top Innovation 2011

3 empresas

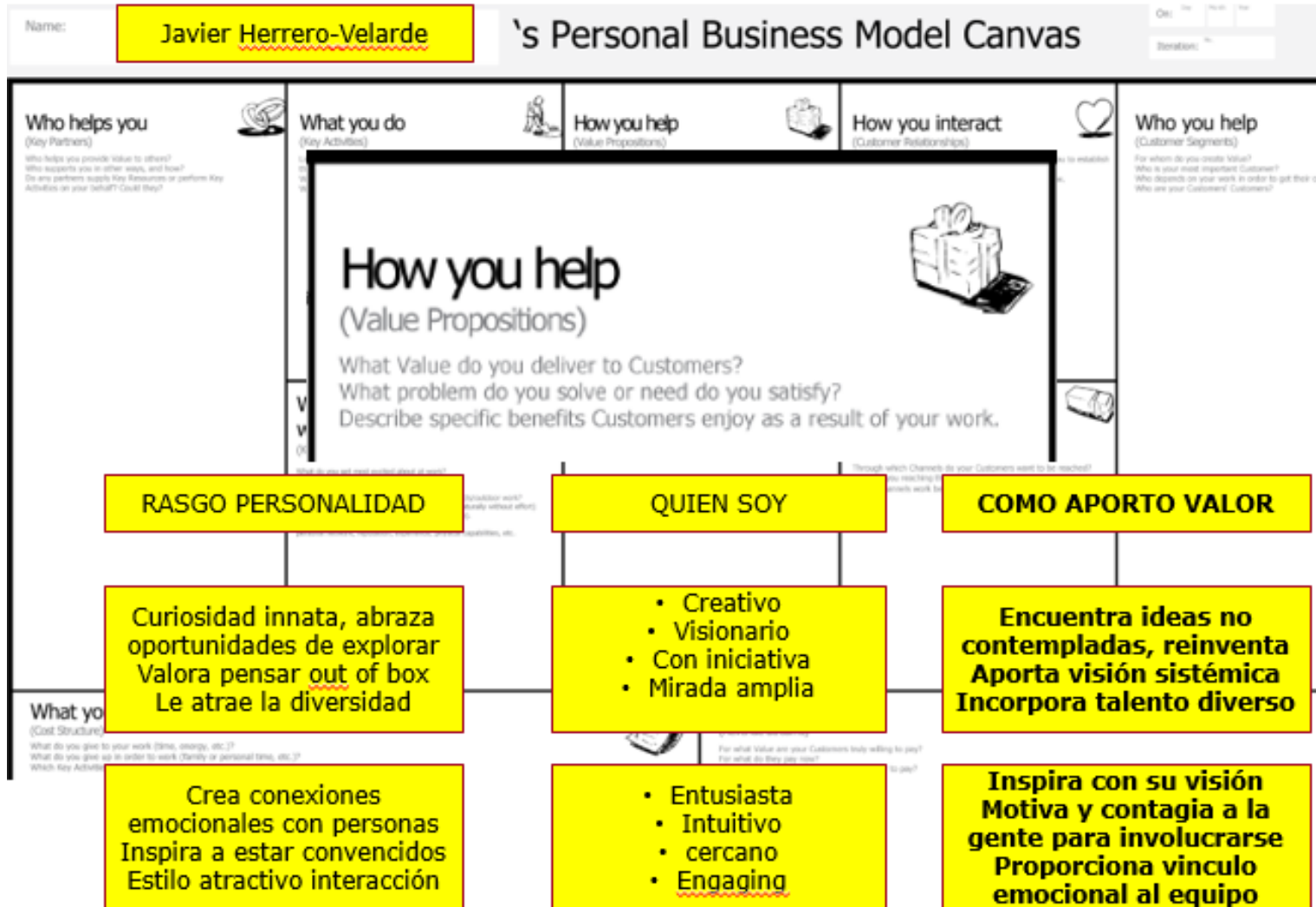
Spanish Beer Association · Spanish Marketing Association · Spanish Advertising Association

1 idioma

English & German



Proposito Javier H-V: Sacar lo mejor de los demás aportando una mirada distinta



Making Ideas Business
 Club de inversión en startups digitales

MAHOU SANMIGUEL

<ISD> Transformación de empresas y organizaciones

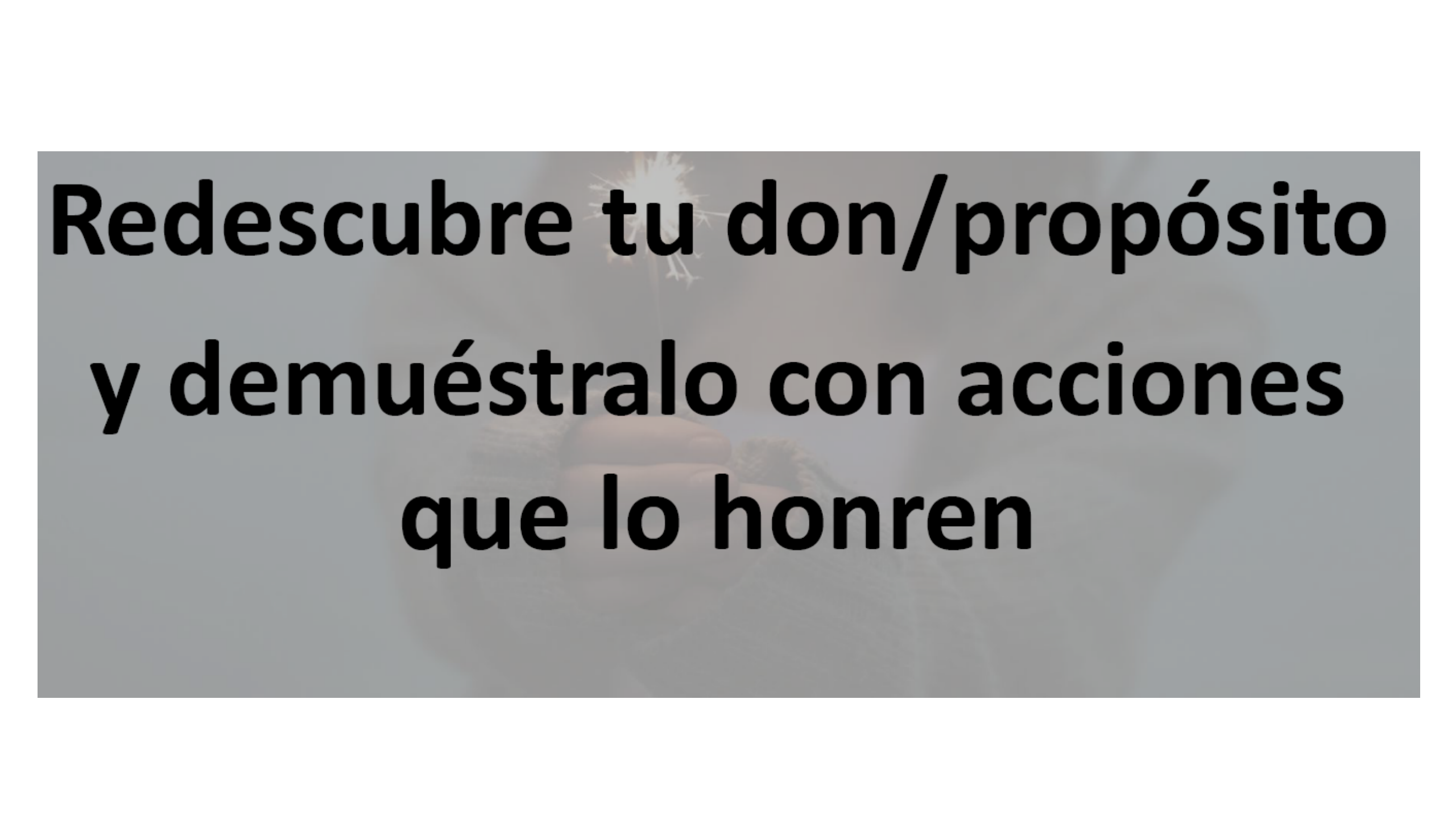
Comedor San Juan Bautista

DONAR

Acción de compartir tu Don

Del latín *donum*, y este de *dare*, “dar”

Cualquier talento que se comparte de forma voluntaria y gratuita

A hand holding a lit sparkler against a dark background. The sparkler is bright and glowing, with many small sparks flying out. The hand is positioned in the center of the frame, and the background is dark and out of focus.

**Redescubre tu don/propósito
y demuéstralo con acciones
que lo honren**

¡GRACIAS!

PRODUCTOS / SERVICIOS / EXPERIENCIAS



Make the pleasure of sports accessible for the many

INT

EXT



COMPAÑÍA / MARCA



**DON'T BUY
THIS JACKET**

patagonia
patagonia.com

COMMON THREADS INITIATIVE

REDUCE

WE make useful gear that lasts a long time
YOU don't buy what you don't need

REPAIR

WE help you repair your Patagonia gear
YOU pledge to fix what's broken

REUSE

WE help find a home for Patagonia gear
you no longer need
YOU sell or pass it on*

RECYCLE

WE will take back your Patagonia gear
that is worn out
YOU pledge to keep your stuff out of
the landfill and incinerator



REIMAGINE

TOGETHER we reimagine a world where we take
only what nature can replace

patagonia
patagonia.com



OUR VALUE CHAIN

WHAT WE DEPEND ON

PURPOSEFUL PEOPLE

NATURAL RESOURCES

FINANCIAL RESOURCES

INTANGIBLE ASSETS

TANGIBLE ASSETS

SUPPLIERS

STAKEHOLDERS & PARTNERS

SUSTAINABLE DEVELOPMENT GOAL



VALUE WE CREATE

CONSUMER BENEFITS

TOP & BOTTOM LINE GROWTH

IMPROVED HEALTH & WELL-BEING

SUSTAINABLE DEVELOPMENT GOALS



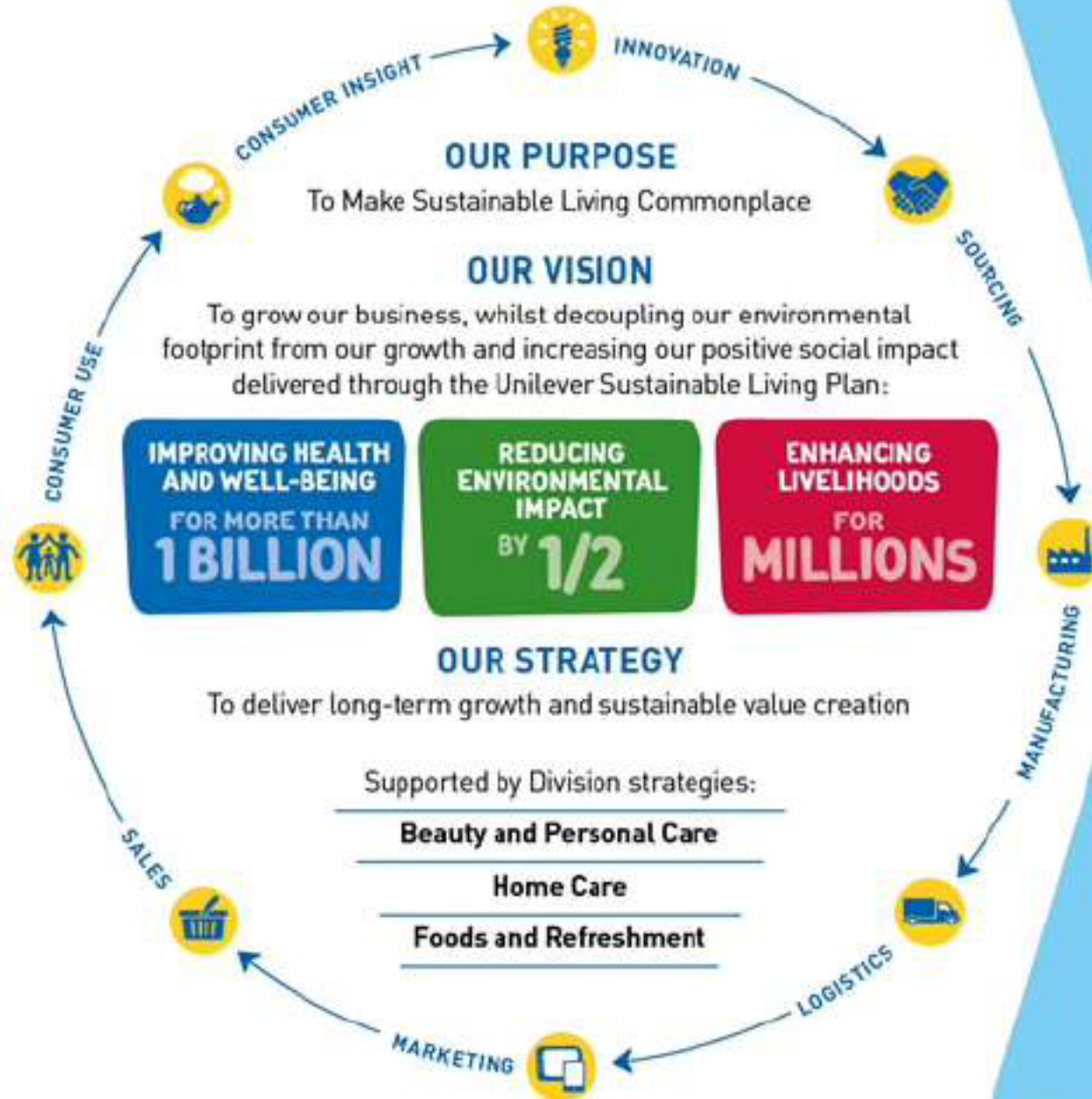
REDUCED ENVIRONMENTAL IMPACT

SUSTAINABLE DEVELOPMENT GOALS



ENHANCED LIVELIHOODS

SUSTAINABLE DEVELOPMENT GOALS



TRENDING:

CORONAVIRUS

AGENCY OF THE YEAR AWARDS

POWER OF PURPOSE AWARDS

One of the worst things brands can do right now is go dark, warn experts



by Oliver McAteer

March 19, 2020