

THE CHARTER OF VALUES OF HUMANISTIC MARKETING

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"new humanism" painting by the painter Svetlana Nikolic

*Marketing is being revived.
It is still partly bound
to the conditioning of the past,
but with confidence and passion, it will fly off
into the blue sky of a new humanism.*

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Why the Charter of Values?

The Charter of Values is inspired by the central role played by human beings in the economy, and is aimed at indicating certain philosophical and economic principles for a new type of humanistic marketing, which in turn will be useful for individuals/customers, stakeholders, and businesses alike.

To this end, the Charter indicates specific elements that originate from "listening" to the needs of individuals (considered in an integral manner, and not merely as "consumers"), in order to serve them in the best possible way and in the interests of the business itself.

While this Charter of Values of humanistic marketing has been titled as such in order to indicate the importance that these elements hold (above all in this era) for overcoming the momentous crisis of our times, which is primarily a crisis of human values, we nevertheless hope to focus the discussion upon "general" marketing (without specifying "humanistic") as early on as possible, since marketing should already include this element by default, by simply engaging in it.

The Charter was written by Marzio Bonferroni, who has been a fervent admirer of Philip Kotler for many years, and was presented on 15/5/2015 at the Philip Kotler Marketing Forum. The event's Scientific Committee also included Professors Flavio Gnecci, Norman La Rocca, and Alberto Mattiacci.

Basic concept

Humanistic marketing is a multi-disciplinary method within an integrated system of analysis and thought that's designed to create positioning, relational and loyalty strategies and programs with internal and external stakeholders by providing value to each individual, or rather by offering contents and methods that will provide solutions to the emotional, rational, and ethical needs of human beings.

Overview

Mk: marketing

(Mk1 + Mk2 + Mk3) S = V = P

Mk1: positioning, Mk2: relational, Mk3: loyalty,

S: synergistic factor

V: recognized value

P: "prize" / profit

Note: the overview shows how a multi-disciplinary team develops a synergistic factor (S) that boosts the effectiveness of the individual disciplines, thus resulting in a certain value (V) recognized by the stakeholders, as a solution to their emotional, rational and ethical needs.

The "prize" (P) is the acknowledgement of this value, and is identified in a measurable profit.

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The Charter of Values: the elements

1. From the customer, to human satisfaction.

In the world of business, marketing, and communication must be complete, concise, simple, and honest, and must be based on a profound understanding of the internal and external stakeholders, which can be obtained by carefully "listening" to their needs. In order to succeed in satisfying the human being as a whole, from the perspective of human satisfaction (as derived from the "consumer" model and "customer satisfaction"), this knowledge must be anthropological (and therefore psychological), as well as socio-economic.

2. Emotional, rational, and ethical needs.

For the purposes of business and marketing, it is essential to obtain a good knowledge of the human-client by analysing and measuring all of the emotional, rational, and ethical needs in their psyche, which govern and determine their opinions and likewise their desire to purchase and use economic goods, whether products or services. In this manner, marketing increasingly becomes an expression of real life, thus avoiding the fragmentation and disconnects that can arise when the individual/customer is only considered at the time in which they are "consuming" the products and services in question.

3. The power of dialogue. Creating community.

In the process of marketing and communication, and at the precise moment in which a message and a medium attracts the attention of an individual/customer, it is not only necessary to offer positioning and information, but also dialogue: the natural and primary human need to be satisfied with useful information, and to freely express our thoughts about a company and its products, in ways that are as open as possible for use by anyone who wishes to participate. In humanistic marketing, therefore, it is considered essential to talk to all the potential and current customers both inside and outside the company, but with the intention of initiating a dialogue with each individual, and striving to meet their specific needs. Furthermore, humanistic marketing also considers communication as a means of "creating community and communion". A company that creates community and communicates in a complete manner is recognized as one that satisfies the emotional, rational and ethical needs that are simultaneously present in each human being, and are synergistically present among them.

4. The multi-disciplinary and synergistic factors.

Since the objectives of humanistic marketing are centred upon the human being as a whole, the potential offered by the humanities, as well as by economics and marketing, is considered essential for obtaining strategies as a "product" of effective multi-disciplinary participation. The result is a synergistic factor (S) that boosts the effectiveness of the individual disciplines.

5. The marketing, communication, and development structure.

In order to ensure the optimal effectiveness of a marketing strategy, humanistic marketing requires the creation, development and continuous evolution of a holistic "marketing, communication, and development structure", the foundations of which must be based upon the analysis of the emotional, rational, and ethical needs of the various stakeholders, as well as the analysis and the reasons for any possible gaps to be bridged between those needs and the solutions offered by the company and its brands, to the point that a development strategy can be constructed. The plans for meeting the internal and external objectives are on the first and second levels of the structure, while the plans for building and developing the "brand community" as the "top" part of the market pyramid, which determines the maximum share of revenue, are on the third level.

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6. **Profit as a "prize".**

Humanistic marketing contributes to obtaining the necessary and all-important profit, which can be seen as the logical consequence of the company and its brands' ability to meet the integral emotional, rational, and ethical needs of the human-client, who in turn offers the "prize" of his/her own brand loyalty. The primary objective of humanistic marketing should therefore be to offer value to one's own customers and stakeholders, or rather concrete and documented solutions, whether tangible or intangible, that will lead them to select a certain product or service to meet their needs and improve their quality of life (seen as both a financial and existential investment).

7. **Information.**

In addition to emotional and ethical needs, humanistic marketing is also highly focused upon ensuring a constant flow of rational information useful for the stakeholders, based on facts and documented data. The aim is not only to obtain the approval of the end customers, but also to develop and maintain a dialogue with them, thus instilling a stable and loyal relationship. The information flows are later adapted to the interior and exterior media on the three levels of the communication and development structure, in order to obtain a recognized value.

8. **Ethics and responsibility.**

Humanistic marketing considers human and social ethical responsibility to be a fundamental principle.

It therefore avoids creating strategies that do not respect, or otherwise offend or adversely affect, the dignity of the human being inside or outside the company, particularly the more suggestible category of minors.

9. **Participation.**

With humanistic marketing, it is crucial to have respect for the intelligence and the "active capacity" of each individual human being, who must not be seen as an entity to be influenced to make a passive purchase, like a "consumer", but rather as an individual to be stimulated to participate in the company's mission, and everything that the company offers to improve their quality of life.

10. **The social report.**

Humanistic marketing falls within the scope of the company's social functions and the social report that the company offers to its own end customers. Given that the needs of individuals/customers are emotional, rational and ethical, for humanistic marketing it becomes increasingly important to immerse oneself in the reality of one's own customers and stakeholders, in order to answer the following simple questions:

- What does this marketing and communication do for me?
- How can they improve my quality of life?

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The pyramid of humanistic marketing

$$(Mk1 + Mk2 + Mk3) S = V = P$$

strategy - internal - external - brand community

- emotional gaps - rational gaps - ethical gaps - reasons

- solutions emotional - rational solutions - ethical solutions

- integral human being - emotional - rational - ethical needs

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10 questions to analyse your propensity for humanistic marketing

1. **Profit and service.** Do you believe that profit is a goal to be achieved at any cost, or do you sometimes wonder whether it is an indirect goal with respect to the "service" goals you have in relation to your end customers and all your stakeholders?
2. **Consumer or individual/customer.** Do you agree that consumers should be seen as individuals/customers immersed within their own human realities consisting of emotional, rational and ethical needs, for whom the act of consuming a commodity merely represents a small part of their existence?
3. **Emotional needs.** Do you fully understand the emotional needs of your human being/customers? (in terms of beauty, form, kindness, etc.) ?
4. **Rational needs.** Do you fully understand the rational needs of your human being/customers? (in terms of information, support, affordability, etc.) ?
5. **Ethical needs.** Do you fully understand the ethical needs of your human being/customers? (do they consider your products a means to improve their quality of life, do they need your products to be useful for their family as well, do they need your products to be useful on a social level, etc.)
6. **Social and ethical values.** When faced with these questions, which concern every aspect of human satisfaction, do you consider them to be useful in relation to your sales and profit objectives, and do you ask yourself about the ethical and social value of your products, your business, and your marketing and communication activities?
7. **From the customer, to human satisfaction.** What do you think about this shift in marketing, moving away from customer satisfaction and towards a more humanistic form of marketing? Do you see it as merely a theoretical vision, or do you think that it can actually contribute to the profit objectives that a company hopes to achieve?
8. **Stakeholder satisfaction.** How could you effectively alter your view of human satisfaction in relation to your stakeholders, or rather in relation to the various target audiences both inside and outside of your company, considering that their overall satisfaction in the future will depend upon the loyalty of the same, and therefore the company's profit?
9. **The gaps.** With regard to the previous question, try to analyse the emotional, rational and ethical needs of your internal and external stakeholders in order to effectively verify the existence of any gaps, or rather any distances that may exist between their needs and the satisfactions that your products and your marketing activities provide them. Have you ever asked yourself this question? Do you think it could be useful for the future of your business?
10. **Investments.** In practical terms, if you have not yet done so, are you willing to invest in research in the field of human satisfaction, and then to analyse which types of investments need to be made on a production and marketing level in order to consider your company profit-oriented, but as a result of the human satisfaction of your internal and external stakeholders?

Marzio Bonferroni

Marzio.bonferroni@gmail.com

349-3352772

http://it.wikipedia.org/wiki/Marzio_Bonferroni