

CADETTE MARKETING BADGE

Badge Purpose: When you've earned this badge, you'll know how to create a marketing plan for your cookie business.

Activity Plan Length: 1.5 hours

Time	Activity	Materials Needed
15 minutes	Getting Started <ul style="list-style-type: none"> Begin the meeting by reciting the Girl Scout Promise + Law 	<input type="checkbox"/> (Optional) Girl Scout Promise and Law poster
15 minutes	Household Brands <ul style="list-style-type: none"> Explore and compare well-known brands to learn about strong marketing strategies. 	<input type="checkbox"/> Computer or phone with internet access <input type="checkbox"/> Current magazines <input type="checkbox"/> Paper <input type="checkbox"/> Writing utensils
15 minutes	Giving Back Snack Chat <ul style="list-style-type: none"> Research companies who give back to the community through philanthropy with their products. 	<input type="checkbox"/> Computer or phone with internet access <input type="checkbox"/> Current magazines <input type="checkbox"/> Paper <input type="checkbox"/> Writing utensils
30 minutes	Ready, Set, SELL! <ul style="list-style-type: none"> Create your marketing campaign and materials for your cookie sale. 	<input type="checkbox"/> Poster board <input type="checkbox"/> Paper <input type="checkbox"/> Markers <input type="checkbox"/> Writing utensils <input type="checkbox"/> (Optional) Phone with video recording capability or other video recording device <input type="checkbox"/> (Optional) Computer or phone with internet access
15 minutes	Wrapping Up	<input type="checkbox"/> (Optional) Make New Friends lyrics poster

Getting Started

Time: 15 minutes

Materials Needed: (Optional) Girl Scout Promise and Law poster

Welcome everyone to the meeting, recite the Girl Scout Promise and Law.



Activity #1: Household Brands

Time: 15 minutes

Badge Connection: Step 1 – Find out more about brand identity and Step 2 – Check out the competition

Materials Needed: Computer or phone with internet access; current magazines; paper; writing utensils

1. You've probably noticed by now that the Girl Scout cookie brand is very well known. There's a good chance that most people have heard of Girl Scout cookies, and a few "famous" flavors come to mind when they hear them mentioned (Thin Mints, anyone?). How did this become a household brand?
2. A brand identity is how a product or company looks to the outside world, or how they project their image. Think about your favorite well-known brands including clothing stores, food items, or restaurants. What is memorable about the brand? Do some research on the internet or flip through current magazines to see examples of brands and products.
3. Research the history of the brand that you chose. Does it have a catchy logo, or one with a hidden message? (Check out the logos of Amazon or Fedex to find hidden messages.) If the brand you chose has packaging, what is unique about it?
4. Next, check out the competition. Look through magazines and on the internet to see examples of different cookies offered for sale. Do they look tasty to you? What are the messages conveyed in their logos and advertising? Does the packaging look appealing? How much do they cost?
5. Now think about Girl Scout cookies. How do they compare with the brand or product you chose? What is similar? What is different?
6. Make a list of things that define the Girl Scout cookie brand and make it special. You're on your way to creating your unique marketing message for your cookie sale!

Activity #2: Giving Back Snack Chat

Time: 15 minutes

Badge Connection: Step 3 – Research other products that have a philanthropic angle

Materials Needed: Computer or phone with internet access; current magazines; paper; writing utensils; healthy snack

1. There's more to Girl Scout cookies than just delicious cookies. The cookie program also supports girls in action by helping them gain real-world business experience, and by funding the amazing projects and activities that make up the Girl Scout experience. That's a pretty awesome box of cookies!
2. While having a healthy snack, research another company or product that also gives back to the community by donating funds or supporting causes with in-kind donations. For instance, the company TOMS shoes has a one-to-one donation program – you buy one pair of shoes from them, and they donate one pair of shoes to people in need. Other companies give a percentage of their sales to causes that are important to them. Research the company or product you chose to find out more about their philanthropic mission ("philanthropy" means giving generously to good causes).
3. What did you learn about your company or product you chose? How does Girl Scouts give back through its cookie sales program? Use this information to help you create your marketing message for your cookie sale.

Activity #3: Ready, Set, SELL!

Time: 30 minutes

Badge Connection: Step 4 – Develop your marketing message and Step 5 – Create your marketing campaign

Materials Needed: Poster board; paper; markers; writing utensils; (optional) phone with video recording capability or other video recording device; (optional) computer or phone with internet access

1. Now that you've done your research about brand identity and philanthropic missions, you're ready to create your marketing campaign for your cookie sale!
2. Consider these things when you create your campaign:
 - Who is your audience?



- What kind of message will be special for them?
- What is the Girl Scout cookie brand all about?
- How are people helping girls when they buy Girl Scout cookies?
- Where will you share your campaign? If you're using technology, will a social media campaign work for your marketing? (Be sure to follow internet safety guidelines and get permission first.) If you're making signs and posters, will they be for your cookie booths or elsewhere?

Wrapping Up

Time: 15 minutes

Materials Needed: (Optional) Make New Friends song lyrics poster

Close the meeting by singing Make New Friends and doing a friendship circle.

More to Explore

- Field Trip Ideas:
 - Visit a grocery store to check out the competition in cookie sales. Explore brand identity and promotion in the aisles!
 - Take a tour of an advertising or marketing agency to find out how an idea becomes a marketing strategy.
- Speaker Ideas:
 - Invite someone who works in advertising or marketing to visit your group and talk about brand identity and marketing campaigns.
 - Invite a student in marketing or communications to speak to your group about developing a marketing message.

