Cookie Embargo
Lemon Flavor Profile

New Packaging (Product + Lifestyle)

Imagery Usage Guidelines:
- Imagery of Lemon-Ups cookie and packaging is under press and social media embargo until 9am EST on Jan. 7, 2020.
- All Girl Scout Cookie imagery, which includes both the cookies and packaging, should not be used on merchandise, patches, awards, recognitions, or other product.
New news under press and social media embargo until January 7, 2020 at 9am EST

New LBB Lemon-Ups cookie innovation

Stories of Girl Scouts on new packaging
Agenda

What to start doing now

- Continue using Cookie Confidential tools for internal trainings & communications around Lemon-Ups cookie
- Sample Lemon-Ups cookies internally with girls, parents, and volunteers
- If your season starts before January 7, promote existing line-up locally with exception of Lemon-Ups (if applicable)

What to avoid until embargo lift

- Promoting Lemon-Ups cookie or stories of Girl Scouts on new packaging in social media or press that runs prior to January 7 embargo lift
- Sharing Lemon-Ups promo cookies without special gifting message or insert (see next slide)
# The Brand Journey So Far

<table>
<thead>
<tr>
<th>Year</th>
<th>2010</th>
<th>2013</th>
<th>2014</th>
<th>2016</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>VISUAL IDENTITY</td>
<td>BRAND ASSESSMENT</td>
<td>NATIONAL RECRUITMENT</td>
<td>BRAND PLATFORM</td>
<td>BRAND REFRESH</td>
</tr>
</tbody>
</table>

## 2010
- Visual Identity

## 2013
- Brand Assessment

## 2014
- National Recruitment

## 2016
- Brand Platform

## 2019
- Brand Refresh
Girl Scouts Brand Insights

girl scouts has unmatched credibility but ……

1. G.I.R.L. hasn’t had a chance to thrive externally
2. We have too many priority audiences
3. We’re all things to all people
4. Solving for girl’s weaknesses—not their strengths
5. Our brand promise doesn’t equal our experience for girls
girl scouts = Think Creatively, Act Boldly
### Messaging segments

<table>
<thead>
<tr>
<th>Those we serve</th>
<th>Those who make it happen</th>
<th>Those who support us</th>
<th>Those who tell our story</th>
</tr>
</thead>
<tbody>
<tr>
<td>Younger Girls</td>
<td>Volunteers</td>
<td>Funders / Donors</td>
<td>Alum</td>
</tr>
<tr>
<td>Older Girls</td>
<td>Parents</td>
<td>Partners</td>
<td>Influencers</td>
</tr>
<tr>
<td>Fun</td>
<td>Flexibility</td>
<td>Impact</td>
<td>Community</td>
</tr>
<tr>
<td>Making Friends</td>
<td>Impact</td>
<td>Personalization</td>
<td>Engagement</td>
</tr>
<tr>
<td>Discovery</td>
<td>Personal Growth</td>
<td>Transparency</td>
<td>Opportunities / Growth</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Connection</td>
</tr>
<tr>
<td></td>
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</tbody>
</table>
What’s Next?
Serve more girls by driving relevancy

In 2018, GSNETX invested in research for positioning and message development.
Questions on Brand work?
Council-driven messaging research
Moms today are part of generation more

What we learned about moms today

More diverse
30% of Millennials are “new minorities” — Hispanics, Asians, or two or more races

More responsibilities
Moms work 98+ hours per week
37% of mothers say being a parent is tiring all or most of the time

More connected
Multitask on connected devices to stay informed, stay connected to family and friends
Moms fear things they can’t control

“I worry about her being teased for her tomboy nature and very strong personality. There’s so much societal and peer pressure to fit the "girly" mold.”

“I think my greatest concern is her safety. The popularity of social media makes it's so much easier for kids, especially girls, to fall prey to dangerous situations and people.

“So many things... where to even start?! The existence (still!) of gender inequality, mean girls and bullying.”

“Teaching her to be herself and stand up for what she believes in during a time when there is so much access to the influence of others.”
And want their daughters to thrive

“That she truly knows she can be anything she wants to be.”

“That she will have the confidence to hold her own regardless of her audience.”

“I hope she continues to find zest in life and I hope she is proud of herself.”

“I hope she never stops knowing that she is the most incredible person who can do anything she sets her mind to.”
So, it makes sense that Moms liked the theme of confidence

“I like the idea of instilling confidence and her being able to navigate her own life.”

“We need to give them the confidence that they know they can do whatever they want.”

“She needs confidence now so she can cope if she feels defeated later on in life.”
We tested two key aspects of confidence

1. WHY CONFIDENCE MATTERS

   “Which of the following statements is most appealing to you when thinking about why it is important to help your daughter develop confidence early in her life?”

2. HOW CONFIDENCE CAN BE FOSTERED

   “Which three statements below best describe how an organization could help your daughter develop confidence early in her life?”
The benefits of confidence are about personal realization

Parents in Northeast Texas see value in emphasizing their daughter leading *her* personal development. The general population (parents in the U.S.) and North Carolina likes the combination of girls being their best self *and* taking the lead in their own life.

<table>
<thead>
<tr>
<th>Statement</th>
<th>Northeast Texas</th>
<th>Gen Pop.</th>
<th>North Carolina</th>
</tr>
</thead>
<tbody>
<tr>
<td>So she can take the lead in her life</td>
<td>27%</td>
<td>21%</td>
<td>16%</td>
</tr>
<tr>
<td>So she can be her best self</td>
<td>25%</td>
<td>30%</td>
<td>40%</td>
</tr>
<tr>
<td>So she can navigate any situation</td>
<td>18%</td>
<td>16%</td>
<td>17%</td>
</tr>
<tr>
<td>So she can define success on her own terms</td>
<td>15%</td>
<td>17%</td>
<td>16%</td>
</tr>
<tr>
<td>So she can make a positive impact</td>
<td>10%</td>
<td>8%</td>
<td>4%</td>
</tr>
<tr>
<td>So her options are limitless</td>
<td>5%</td>
<td>8%</td>
<td>8%</td>
</tr>
</tbody>
</table>

Source: Omnibus survey among parents of daughters, February 2018
Moms, overall, are focused on daughters being their best self

There are some nuances on what confidence means to moms and dads. U.S. moms like the notion of self-fulfillment over leadership.

<table>
<thead>
<tr>
<th>“Which of the following statements is most appealing to you when thinking about why it is important to help your daughter develop confidence early in her life?”</th>
<th>U.S. Moms</th>
<th>U.S. Dads</th>
</tr>
</thead>
<tbody>
<tr>
<td>So she can be her best self</td>
<td>36%</td>
<td>23%</td>
</tr>
<tr>
<td>So she can take the lead in her own life</td>
<td>21%</td>
<td>21%</td>
</tr>
<tr>
<td>So she can navigate any situation</td>
<td>13%</td>
<td>19%</td>
</tr>
<tr>
<td>So she can define success on her own terms</td>
<td>19%</td>
<td>15%</td>
</tr>
<tr>
<td>So she can make a positive impact</td>
<td>7%</td>
<td>10%</td>
</tr>
<tr>
<td>So her options are limitless</td>
<td>5%</td>
<td>13%</td>
</tr>
</tbody>
</table>
We can support the idea of confidence in multiple ways

The Girl Scouts’ approach, programs and partnerships help ensure that each girl is developing to her fullest potential.

<table>
<thead>
<tr>
<th>“Which three statements below best describe how an organization could help your daughter develop confidence early in her life?”</th>
<th>Northeast Texas</th>
<th>Gen Pop.</th>
</tr>
</thead>
<tbody>
<tr>
<td>The curriculum is <strong>progressively designed</strong> to become more challenging over time, building on the girls’ skills and confidence</td>
<td>72%</td>
<td>60%</td>
</tr>
<tr>
<td>The curriculum is built on <strong>diverse leadership programs</strong> (STEM, Outdoors, Entrepreneurial, Life Skills)</td>
<td>59%</td>
<td>58%</td>
</tr>
<tr>
<td>The organization has <strong>local partners</strong> in STEM, government and business to give girls access to leaders and real-world experience</td>
<td>49%</td>
<td>43%</td>
</tr>
<tr>
<td>Girls have ongoing support from a <strong>mentor</strong> who will teach them from kindergarten to high school, who knows how they learn and work best</td>
<td>42%</td>
<td>52%</td>
</tr>
<tr>
<td>The organization is structured so the <strong>girls, not adults, take the lead in programs and activities</strong></td>
<td>34%</td>
<td>35%</td>
</tr>
<tr>
<td>The organization trains its members/volunteers so that they are experts in understanding how girls learn best</td>
<td>29%</td>
<td>27%</td>
</tr>
<tr>
<td><strong>Girls can learn how to best work with and connect with their peers in a girl-only environment</strong></td>
<td>15%</td>
<td>25%</td>
</tr>
</tbody>
</table>

**Source:** Omnibus survey among parents of daughters, February 2018
BRAND VISION
Help girls thrive

BRAND POSITIONING
To the busy mom who wants better for her daughter, Girl Scouts is the experience that helps each girl develop the confidence to be her best self

REASONS TO BELIEVE
Our progressive curriculum builds on girls’ skills and confidence
Critical development in STEM, Outdoors, Entrepreneurial and Life Skills
Local partners provide girls access to leaders and real-world experience
Troop leaders become mentors who know how each girl learns and works best

BRAND AFFILIATION
GIRL Champions
Our message to moms must ...

**BE BOLD**
Make a strong statement of our position and purpose

**STAY POSITIVE**
Recognize hard truths in an inspirational and empowering way

**BE BIG**
Speak to moms, but also girls, volunteers, donors, alumnae, and partners

**FOCUSED ON THE GIRL**
Communicate that everything we do puts the girl first
Girl Scout Year Calendar
Girl Scouts – 2019-2020 Calendar

Jan.
1/7 National Cookie Launch

Feb.
National Girl Scout Cookie Weekend
World Thinking Day
Black History Month

Mar.
International Women’s Day
Girl Scout BDay
Women’s History Month

Apr.
Volunteer Appreciation Month
Earth Day
Girl Scout Leader Day

May
National Bridging Week
Asian Pacific Heritage Month

June
Great Outdoors & Camping Month
Cookie PRO Entrepreneur Experience
Go Gold Relaunch

July
National S’Mores Day
Camping Weekend
NEW Badges

Aug.
9/15 Hispanic History Month

Sep.
10/11 International Day of the Girl
National Gold Award Girl Scouts Announced
10/31 JGL BDay & Founders Day

Oct.
Giving Tuesday
Women’s Entrepreneur Day

Nov.

Dec.
Fall Recruitment
Spring Renewal
Daisy Launch
Extended Year
Summer Camp
Winter Daisy Push
Pre-K Push
Cookie Booth Sales / Cookie Pro Contest
**Box.com** - GSNETX Volunteer Marketing Resources

**Canva** - customizable social graphics

**Animoto** – make videos from your photos, videos & music

**Learning Channel** – Facebook group with daily micro-learning

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**Other Resources**

Material checkout– email [customercare@gsnetx.org](mailto:customercare@gsnetx.org)

Parade banners, flags, flag stands, bridges, cookie costumes, program supplies and more
Resource sharing from GSNETX

Login: join@gsnetx.org
Password: G$v0lunt33r

Canva.com
Be a BRAND CHAMPION!

- Redirect chatter!
- Stand up! Bust Myths!
- Put your action plan into action!
- Use your voice!

Who to contact?

Programs – programs@gsnetx.org
Marketing – media@gsnetx.org
Membership – join@gsnetx.org
Troop Support – connect@gsnetx.org
Financial Assistance – gsnetx.org/financialassistance