

Cookie Competition Comparison Chart

Every product in the marketplace has to compete for customers. Find out about your cookie competition so that you can convince your customers that Girl Scout Cookies are the best buy around!

Analyzing the Competition

Customers get a first impression of any product by the way it's packaged. How are your competitors' cookies packaged? How does that compare to the way Girl Scout Cookies are packaged?

Use this chart to analyze the difference packaging makes. (There are several columns in case you want to compare more than one kind of cookie.)

	Girl Scout Cookies	Competitor #1	Competitor #2	Competitor #3
Bag or box				
Slogan				
Colors used				
Types of photos				
Types of illustrations				
Other information on the package (for example, a paragraph about the cookie's history, colorful bubbles that tell customers the cookie is sugar-free or low in fat, etc.)				

girl scouts
cookie program

Marketing

How does your competitor's marketing plan compare to yours or more competitors' marketing plans.

	Competitor #1	Competitor #2	Competitor #3

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How do you use to sell their cookies, try coming up with your own ideas for Girl Scout Cookies.

Kind of photo did you use?	What kind of illustration would you draw?

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Marketing

How does your competition advertise their cookies? Use this chart to analyze one or more competitors' marketing plans.

Cookie competition	Girl Scout Cookies	Competitor #1	Competitor #2	Competitor #3
TV commercials				
Yes or no?				
When does the commercial normally run? (What time of day? What show?)				
What's the commercial's mood? (What type of music and visuals are used? Is the commercial funny, inspirational, informational, etc?)				
How long is the commercial?				

Marketing

Cookie competition	Girl Scout Cookies	Competitor #1	Competitor #2	Competitor #3
Online or print ads				
Yes or no?				
Where do you see the ads (what web site, magazine or newspaper?)				
What's the ad's mood? (What kind of visuals and headline are used? Is the ad funny, inspirational, informational, etc?)				
Facebook pages				
Yes or no?				
What's the mood of the page? What kind of headlines, posts and visuals are used?				
Twitter				
Yes or no?				
What kind of tone is used (for example, funny, informational, inspirational, etc.)?				

Making the Case

Now that you've looked at the slogans, colors, and design that other companies use to sell their cookies, try coming up with different design approaches that focus on different selling points for Girl Scout Cookies.

Key sales point	What kind of headline or slogan would you write?	What kind of photo would you use?	What kind of illustration would you draw?
Cookie sales help local councils offer Girl Scouting to more girls.			
Buying cookies helps girls learn about running their own business.			
Girls use cookie money to help others in their communities.			
Girls use cookie money to go on fun adventures, like field trips, camping, or travel abroad.			
Oh, come on—the cookies are delicious!			