



Cadette Marketing Badge Workshop

An At-Home Program

Cadette Marketing Badge Workshop (At-Home)



- In this Badge Program, girls will learn how to create a marketing plan for their cookie business!
- Troop Leaders/ Parents are responsible for purchasing the badges.

Program Outline

Materials:

- Access to the internet

Section 1: Find out more about brand identity

- The branding of a product not only makes the product distinguishable but it also carries with it the identity of the company. For example, a brand might be known for high quality products or good customer care. When a customer sees these brands in the store, they may be more inclined to purchase those brands over another due to their association with good customer service.
- Research a brand you are familiar with.
 - What is their history?
 - What do they wish their brand to be known for?
 - What does their logo or packaging look like?
- Research Girl Scouts.
 - Create a survey listing a few questions you want to ask others about how they view Girl Scouts.
 - Ask at least 5 unrelated people
- Compare the first brand and Girl Scouts.
 - How were the two brands the same?
 - Were they different?

Section 2: Check out the competition

- Check out the cookie competition. There are many different brands and kinds of cookies, so what makes them stand out from one another?

- Do some research on your favorite cookie brands to learn their logos and packaging. Compare to others.
 - Do certain colors stand out more than others?
 - Are some slogans more effective?

Section 3: Research other products that have a philanthropic angle

- Girl Scouts is known for their mission of building girls of courage, character, and confidence. The cookie sales help girls afford incredible experiences that they would otherwise miss and it is that brand that helps our customers feel good about purchasing our products.
- Do some research on another brand that makes their customers feel good about purchasing.
 - Do they donate some of their profit to charity?
 - Do they provide support to a population in need?
 - Are they environmentally conscious?
- Can you use anything you learned as you create your own message to customers?

Section 4: Develop your marketing message

- Create a slogan, poster, video, or presentation that combines all that you've learned during this badge workshop.
 - Consider who your audience is. How can you make your message appeal directly to them?
 - Have fun and be creative! This is your time to put a personal spin on your cookie sale.

Section 5: Create your marketing campaign

- Brainstorm ways you can share your marketing piece.
- Share your business! Along the way you will get feedback that you can apply and make your presentation even better.

Fill this out when completed:

<https://www.cognitofrms.com/GirlScoutsOfCaliforniasCentralCoast2/GSCCCCadetteMarketingBadgeWorkshopAtHome>