girl scouts of southern nevada

brandingyou

WORKSHOP

Little Brownie BAKERS

WELCOME



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Branding You is about DISCOVERING who *you* are.

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It's about SHOWING
how *you* SHINE
and who *you* are.

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STEP ONE:

What is branding & marketing?

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Recognize these brands?



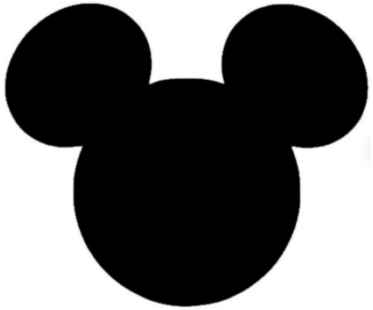














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So what is “branding” and why is it important?

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STEP TWO:
Define "*YOU*" with words

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Hmm, who are *YOU* exactly?



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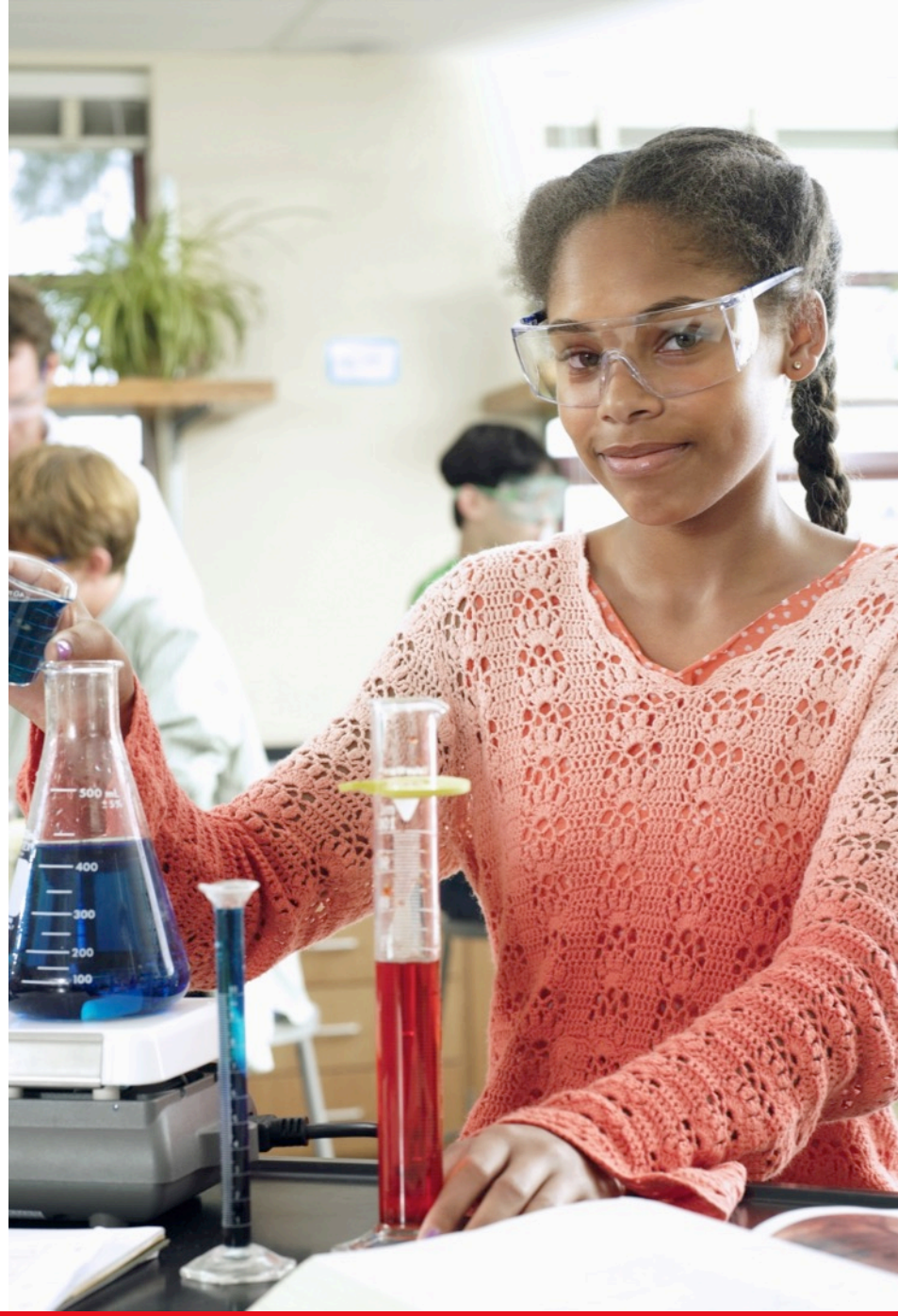
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Maybe *you* are a girl who loves ADVENTURE?



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Or maybe *you're* into SCIENCE and TECHNOLOGY?



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Here are some questions to guide your thinking:

- What words best describe *your* personality?
- What are *you* good at?
- What do *you* want to be?
- What do *you* care about?

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Next, come up with a tagline or something catchy that describes *you*.



Here are a few ideas to consider:

- Is it short and memorable?
- Does it represent *you*?

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STEP THREE:

Choose a look for *your* brand

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Pick *your* colors.



Think about:

- What is *your* favorite color and why?
- What colors make you think of *your* name and/or tagline?
- What is the mood *you* want to express?
- Do *you* want to use more than one color?

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POWER

ENERGETIC

ATTENTION-GRABBING

LEADER















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GROWTH

SANCTUARY

HEALTH

NATURE



girl scouts

THE BODY SHOP®

Kashi®

TM

Panera BREAD®

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youthful • motivation
playful • creativity
full of life • joy • social
fun • warmth

power • passionate • bold
energetic • active
attention-grabbing • exciting
leader • intensity

creativity • energy
light • bright • positivity
intellect • motivation
hope • optimism



care • feminine •
possibilities • calm
assertive • love
respect • sensitive

growth • restore
sanctuary • balance
health • safety
nature • generous

royalty • sophistication
original • wealth
spiritual • respectable
fantasy • individual

trustworthy • dependable.
secure • aware • determination
goals • respectable
spirit • open

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What's *your* type style?

The typography or font *you* choose is important because it determines the overall "feel" of *your* brand.

Playful Traditional Casual

Elegant TRENDY

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Shapes have meaning.

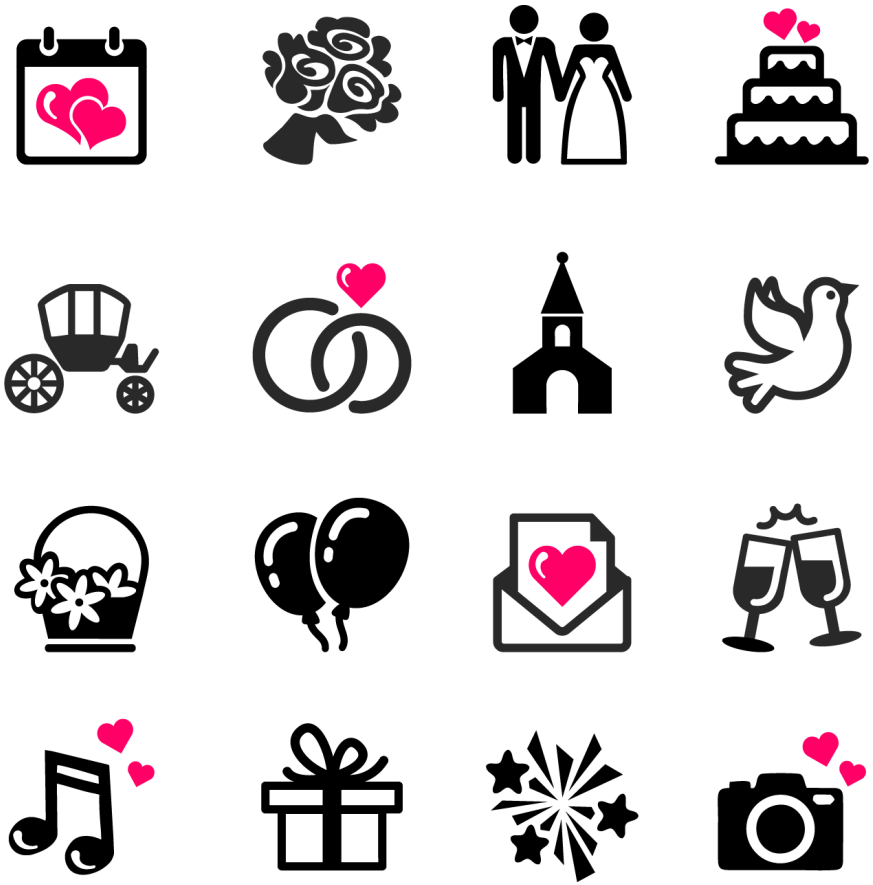
What do these shapes mean to *you*?



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Shapes have meaning.

What do these shapes mean to *you*?



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Look around.

Research *your* chosen shapes and words to see what's already in use.





















STEP FOUR:

Make *your* brand stand out

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Create your logo.

Think about these questions to create a powerful logo:

- What symbols fit who *you* are?
- What shapes can *you* use to represent *your* brand?
- What graphic elements can *you* add for meaning?

Examples:

Flowers = light and fun

Superhero = brave and strong

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STEP FIVE:

Brand *Your* Cookie Business

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Brand *your* Digital Cookie® site!

- Create *your* cookie business logo.
- Create *your* sales pitch.
- Create a video that tells *your* story. Tic Toc, Instareel!
- Create your QR Code!

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STEP FIVE:

Market *Your* Cookie Business

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Wear *your* cookie business brand like a badge.

- Custom-design a T-shirt.
- Create nametags and stickers
- Make Zoom backgrounds.
- Create Doorhangers with your own QR Code!

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Create a QR Code for your digital cookie website!

- QR stands for Quick Response!!
- Put the QR Code on your doorhangers, flyers, cookie businsess cards!





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Be Social! Promote Your Sale Virtually!





- With permission from your parent/caregiver
- Create a video/insta-reel
- Share on your Social platforms
- Share your digital website address or QR Code to the website





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- Remember - no personal information!

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Be Social! Social Ads you can download.
Use to promote your digital website!



www.littlebrowniebakers.com







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- Remember - no personal information!

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Think outside the Booth. Host a Virtual Booth!

- Ask a parent or caregiver to help you set up an online booth call where you can invite your customers.

- Create a script for your pitch!

- Create & use your new QR code to get customer orders.



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Next Steps:

- “Turn on” your Digital Cookie Site!
- Customize your site with what you learned today
- Create your marketing plan!

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Special Delivery!



After all your hard work making cookie sales, you want your customers to start enjoying their cookies right away! How will you use logistics to get them their cookies? **Let's find out!**

Take the Cookie Logistics Challenge!

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www.littlebrownie.com

Q

A family who lives around the block…ordered 15 boxes of Girl Scout Cookies.

How will you deliver them?







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A

You and a parent or other adult family member can load up a wagon and deliver the cookies.





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Q

A business owner across town…ordered 40 boxes of cookies!

How will you deliver that many cookies to her business?

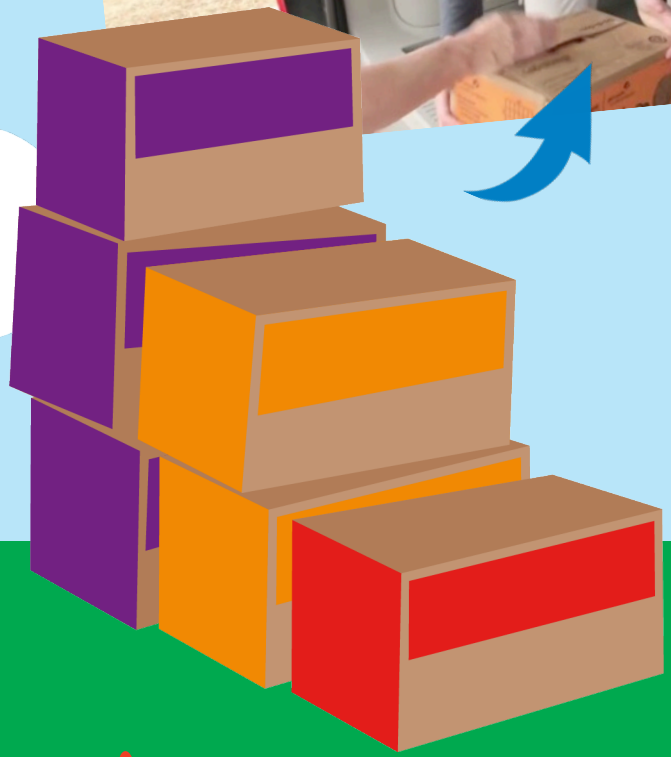


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A

You and an adult family member can load up the car and drive the cookies to her business.





What if your parent, or another family member, is not available? You could ask your troop leader for help.

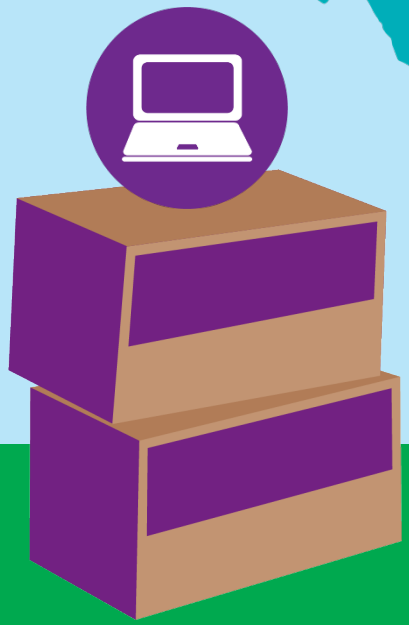
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Q



Your Aunt Sarah who lives in a different state…ordered 24 boxes of Samoas through your Digital Order Card webpage. Since she lives so far away, she wants the cookies shipped directly to her home.

How will she get her cookies?



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A

Here is how it works. When your customer places a digital order, they have three options:

Shipped **Donation** **Girl Delivery**

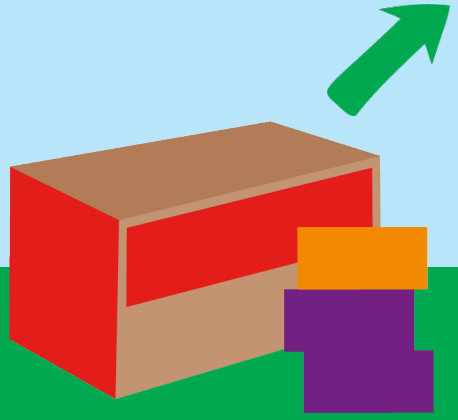


Your Aunt Sarah picked shipped so the package will arrive with her cookies in 2-5 business days.

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What if a customer asks for Girl Delivery?





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A



For Girl Delivery:

- Your parent needs to approve it first.
- Always make cookie deliveries with an adult.
- If your parent does not approve the Girl Delivery request, your customer will be asked to choose Ship or Donation.



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Congratulations!

You're a Cookie Logistics Champ!

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