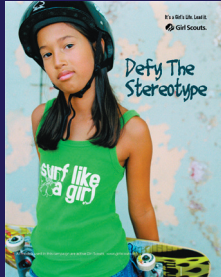


Gold Beacon Award Winner



Company Name

Girl Scouts of the USA

Product Mission

"It's a Girl's Life. Lead it." is a multimedia marketing campaign that aims to capture the essence of girls' individuality and defy the stereotype of the Girl Scouts.

Market

Girls 9-13

Publication Year

2005

Company Websites

www.girlscouts.org
www.studio2B.org

Key to Success

Feedback is regularly solicited from girls and Girl Scouts through magazines, troops, and the Girl Scouts' websites. Furthermore, girls frequently tour the headquarters, and they are often pulled into impromptu focus sessions and asked their opinions on all aspects of scouting. As this campaign was developed, these focus groups became integral to letting the marketing team know whether or not their message was getting across.

Product: Integrated Market Campaign

Rebuilding an Image, Remaking a Brand

For almost a century the Girl Scouts of the USA have been sponsoring activities that focus on improving girls' self-esteem, celebrating their individuality, and promoting their contributions to society. However, when most people hear the phrase Girl Scouts, they think of cookies, badges, and green uniforms. As part of a larger goal to reposition the organization, the marketing team wanted to create a campaign that showed everyone the true identity of today's Girl Scouts.

For the team, the biggest challenge occurred at the very beginning of the project. In a 180° shift from previous promotional efforts, the team would not focus on recruiting girl scouts nor would the Girl Scout connection be overt. Instead, they wanted the organization to commit to a project that highlighted everyday young women and their individual personalities as well as current teen issues.

"Ultimately, we want to bring in more girls, but first, we needed to show them that we are relevant in their lives," said Clare Tattersall, Creative Marketing Director.

The images chosen for the "It's a Girl's Life. Lead it." campaign were simple: girls involved in ordinary activities, such as skateboarding or playing guitar, with giant headlines like "Defy the Ordinary," and "Defy the Stereotype." The Girl Scout logo is unobtrusively placed in a corner with no other information about the organization.

"Every girl pictured in the campaign is an active Girl Scout," commented Tattersall, "But we focused on their personal character and style to show our audience that we are interested in them as individuals first."

The team created five ads that began running in magazines like *Girls' Life* and other publications in November 2005 and will continue to run until 2007. In addition to distributing the images in magazines, individual councils could request posters for distribution, there was a series of billboards in Nebraska, and the organization's Studio 2B website presented the images with a series of polls and contests related to the ads and the issues they represent.

With the esoteric goal of challenging girls' impressions of the Girl Scouts, however, there could be no concrete success markers.

"We have had increased interest in the Girl Scouts from girls, the general public, and other non-profit organizations that want to work with us," reported Tattersall. "But ultimately, the ads are just one piece of a larger campaign to transform our image and strengthen our position in the market."

For more information, contact Clare Tattersall at CTattersall@girlscouts.org.

Judges' Comment: [The marketing pieces] speak to parents and to girls—the images are perfect. The campaign is very simple, but has an impact. Less is more.