

# marketing message planner

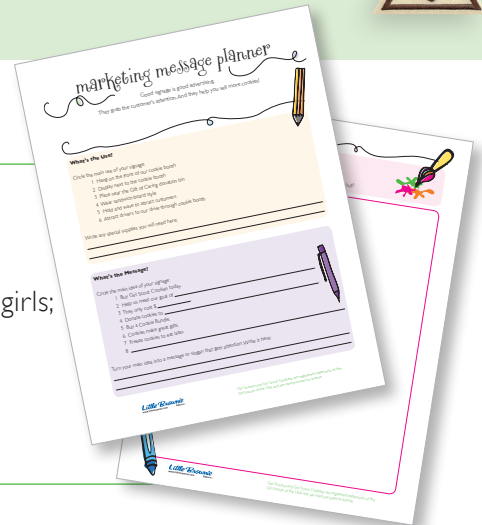


PROGRAM LINK: *Try-Its for Brownie Girl Scouts* (GSUSA, 2000): *Cookies Count Try-It*

## Get Ready

### Materials:

Copies of the Cookie Sale Marketing Message Planner, one for each girl team; poster board, one piece for every two to three girls; sign decorating supplies.



## Step 1: Poster Planning

- 1 Explain that a key ingredient of a successful cookie booth is advertising. They need to get customers' attention and let them know what's going on. Ask the girls how they think they might do this and ask what signage could help.
- 2 Divide the girls into pairs or small groups and give each a Marketing Message Planner.
- 3 Together, answer the questions in the "What's the Use?" section. Girls may decide that each group should make a sign for a different use.
- 4 Encourage girl groups as they plan their cookie booth signage.

## Step 2: Poster Design

Pass out poster board and watch the girls' plans come to life. Provide plenty of positive reinforcement and encourage girls to share ideas with each other.

## Step 3: Poster Display

Work with the girls to create a plan for displaying their signage.

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Good signage is good advertising.

They grab the customer's attention. And they help you sell more cookies!



## What's the Use?

Circle the main use of your signage:

- 1 Hang on the front of our cookie booth
- 2 Display next to the cookie booth
- 3 Place near the Gift of Caring donation bin
- 4 Wear sandwich-board style
- 5 Hold and wave to attract customers
- 6 Attract drivers to our drive-through cookie booth
- 7 Wagon topper (Signage for top of wagon)
- 8 Cookie concession box

Write any special supplies you will need here:

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## What's the Message?

Circle the main idea of your signage:

- 1 Buy Girl Scout Cookies today.
- 2 Help us meet our goal of \_\_\_\_\_.
- 3 They only cost \$ \_\_\_\_\_.
- 4 Donate cookies to \_\_\_\_\_.
- 5 Buy a Cookie Bundle.
- 6 Cookies make great gifts.
- 7 Freeze cookies to eat later.
- 8 \_\_\_\_\_



Turn your main idea into a message or slogan that gets attention. Write it here:

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## What's the Look?

Before you begin, sketch your sign here.

What colors will you use? What craft supplies will make your sign stand out?

