

Girl Scouts of Genesee Valley Delegate Bulletin

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Girl Scout Branding – Timeline and Next Steps

The last Delegate Bulletin focused on what Girl Scout Brand Work consists of and why it is being done. The following information, from the same briefing dated April 6, 2007, is a timeline summary of what work has been done and what the anticipated next steps involve.

As stated in the original Core Strategy documents, we are called upon to make dramatic changes in Girl Scouting in order to address some brutal truths. The change must be transformational rather than incremental. A reinvigorated Girl Scout brand will ignite the change process and call attention to all of the things that are right, good, and true about Girl Scouting.

Timeline of Progress

Following is a timeline of the steps taken to select Lowe and a summary of where we are to date:

First quarter 2006: GSUSA analyzed all Core Business Strategy projects to determine how best to deploy resources & staff, made brand work a top priority, set a budget, and hired staff with the expertise to execute brand work.

Second quarter 2006: GSUSA worked with the Gap Team to create criteria for a brand agency & worked with the MarComm council group to develop a request for proposal (RFP). The RFP was sent to 45 agencies, including large powerhouse agencies, acclaimed boutique firms, youth marketing experts, and firms that specialize in reaching women. Most responded with their specific qualifications, experience, personnel and estimated budget.

Third quarter 2006: 24 qualified agencies received further background materials and prepared capabilities presentations that showed detail in four areas: their previous work, approach to this project, a line-item budget and a timeline. GSUSA selected 8 semi-finalists to prepare in-depth strategies specific to this project. To prepare them to provide their best thinking, GSUSA provided each with a 1-hour interview with senior staff leadership. Each semi-finalist presented to a cross-functional panel of 20 GSUSA staff members from program, funding, finance, communications, senior leadership & merchandise. GSUSA taped all presentations for analysis and distribution to invited MarComm group members and New York area council Board members who were unable to attend the presentations. One firm vastly outperformed the others and was chosen unanimously.

Fourth quarter 2006: GSUSA conducted a careful review of the front runner, including a site visit to ensure that the firm met all Gap Team criteria. Council communicators viewed agency presentation highlights at a workshop. GSUSA named its new brand agency: Lowe Worldwide, a full-service brand agency with a Hispanic marketing arm, a personal commitment to Girl Scouting, & a track record for building powerful brands. Most important: the Lowe team singularly understands how to honor the Girl Scout heritage while simultaneously moving the brand into the future. The National Board was introduced to Lowe Worldwide and contract negotiations proceeded. Lowe commenced a thorough research & audit phase of the work to pinpoint the Girl Scout brand's current strengths & challenges.

First quarter 2007: The Lowe team conducted focus groups with girls & caregivers as well as 55, 1-hour interviews with adults across the Girl Scout Movement, including council CEOs, council communications and marketing professionals, National Board members, GSUSA representatives & funding partners. Research was completed on March 30. Lowe analyzed data and developed a research summary to be presented to Kathy Cloninger & the Executive Committee at the end of April.

Next Steps

Now the exciting work begins with Lowe building a brand positioning platform and creative strategy. In June, Nancy Hill, CEO of Lowe Worldwide, will report on the work so far and field questions from GSUSA Corporate Leadership.

Be sure to check both the [Delegate Web](#) page and the [Realignment News](#) Web page at www.gsgv.org. Updates are made frequently!

GSGV Service Units

A number of delegates requested a list of GSGV Service Unit names and the areas they cover. This is the third of four installments to relay that information.

Monroe East Service Units

- [Brighton](#)
- [East Rochester](#)
- [Fairport](#)
- [Irondequoit](#)
- [Maple Ridge](#) – Rochester, northeast
- [Millwheel](#) – Penfield
- [Pittsford](#)
- [Totiakton](#) – Honeoye Falls & Lima
- [Webster](#)
- [Williams Park](#) – Rochester, southwest
- [Wincroft](#) – Rochester, Culver Road-Browncroft area