

# Girl Scouts of Genesee Valley Delegate Bulletin

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## Girl Scout Branding

"Branding" is how someone identifies a product, e.g., when you see a red and blue circle with a white wavy line through it, you think of a different soft drink than if you saw a red can with a wavy white line, and when you see a pair of golden arches, you know what company is being referred to.

When you ask a person in the general population what a Girl Scout looks like or does, you are likely to get a response regarding the young age of a Girl Scout, the brown or green uniform, and something to do with one of the 3 C's – "cookies, camp, or crafts."

Girl Scouts across the country know that our organization is so much more than that. GSUSA studied the "brand" of Girl Scouting and is working with Lowe Worldwide, a brand agency, to enhance our branding. The following information is from a GSUSA Brand Work Briefing, dated April 6, 2007.

### **Brand is a Key Component of Girl Scouts' Core Business Strategy**

One of the five strategic priorities of the Core Business Strategy is to "transform the Girl Scout image with a compelling, contemporary brand that inspires girls of every culture to join."

#### **Current State**

In analyzing the current state of the Girl Scouting, the Brand Gap Team described the brand as having high recognition, but said that does not result in perceptions of Girl Scouts as relevant, appealing and of the moment. There is no clearly defined focus. In addition, adult members generally do not view themselves as brand champions and are not prepared to take on this role.

#### **Desired State**

The brand image that we desire is dramatically different in that we envision a time when girls are attracted by a national brand that focuses on the impact of the updated program model on girls' lives. In this state, Girl Scouts is the organization of choice for girls 5 to 17 of every culture. Staff and volunteers at all levels of the organization model the brand by striving to live the Mission, Promise and Law.

#### **Transformation Process**

Since the Brand Gap Team delivered its recommendations, GSUSA has worked continuously and collaboratively to make sure we put together the right team that has the right tools for the change process. A nationwide search and rigorous review led GSUSA to select as our partner integrated brand agency Lowe Worldwide. On March 30, Lowe completed the in-depth research needed to ensure a brand strategy that works for the long term and propels the Girl Scout Movement forward. Rather than being pushed by the past, we will be propelled into the future, with a revitalized brand that inspires girls to join and adults to lead.

The next issue of the Delegate Bulletin will contain information on the timeline of what has happened thus far and what the anticipated next steps involve.

Be sure to check both the [Delegate Web page](#) and the [Realignment News Web page](#) at [www.gsgv.org](http://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 second of four installments to relay that information.

### **GLOW Service Units**

#### **Livingston & Wyoming Counties**

- **Ashantee** – Avon School District
- **Dansville** – Dansville School District
- **Deh-ge-wa-nus** – Geneseo, Mt. Morris, and York School Districts
- **Oatka Valley** – Attica, Warsaw, and Wyoming School Districts
- **Letchworth** – Perry & Letchworth School Districts and Towns of Arcade and Bliss