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FOR IMMEDIATE RELEASE
Contact Danita Terry, Director of Communications
410.358.9711, ext. 231 or dterry@gscm.org



Girl Scouts of Central Maryland
4806 Seton Drive
Baltimore, MD 21215-3216
T 410 358 9711 F 410 358 9833
Toll Free 800 492 2521

Girl Scouts Launch New Brand to Help More Girls Gain Benefits of Scouting

Baltimore—Girl Scouts of the USA (GSUSA), has revitalizing and reenergizing its brand to reach a new generation of girls. After extensive research and development, Girl Scouts has launched a long-term, multichannel brand campaign that is designed to reacquaint the country with the iconic organization and communicate the power girls have to change the world through Girl Scouting. The campaign, known by the tagline *What Did You Do Today?*, is also keyed to boosting the number of girls and adult volunteers who participate in Girl Scouting annually after a period of declining membership.

“A revitalized and energized brand is absolutely essential for us and our future growth,” said Kathy Cloninger, Chief Executive Officer of GSUSA. “About one out of every 10 girls participates in Girl Scouting and that’s a tremendous number when you think about it. But that also means that we have a great opportunity to grow even after almost 100 years. And with our new brand work, we think we have the right message at the right time.”

The new branding, still in the works as part of the organization’s comprehensive transformation that began in 2004, is composed of a striking new visual identity, which includes a distinctive trefoil mark, revised color palette, and refreshed logo that was originally created in the 1970s by the legendary designer Saul Bass. In addition, the initiative also includes plans for a 360 degree marketing program that taps online and traditional media.

As part of the *What Did You Do Today?* campaign, Girl Scouts also has developed Spanish-language advertising to target the Hispanic market in Spanish-language media ranging from Telemundo to *People en Español*, one of the few girl populations in the country that is growing. “What we’re doing with *What Did You Do Today?* is repositioning Girl Scouts with a message that is relevant to girls and the lives they lead today,” said Laurel Richie, Chief

Marketing Officer and Senior Vice President at GSUSA. “To some degree, our brand had faded and our research revealed that while many girls and parents knew about us, they had a very limited view of us. While we are proud of our \$700 million cookie business run by girls, we offer so much more than that, and this new work is designed to let people know about all the new and exciting things girls do every day as Girl Scouts.

Girl Scouts has already implemented major changes in recent years as part of its Core Business Strategy to turn around the organization amid changing demographics and a gradual decline in membership. In just the past few years, the organization has realigned its federated system of 312 councils to 112. And in 2008, the organization rolled out the Girl Scout Leadership Experience, a program that every Girl Scout will engage in from the youngest Girl Scout Daisy to the eldest Girl Scout Ambassador.

The Girl Scout Leadership Experience also features a series of 15 outcomes, or benefits, that for the first time in the organization’s history will allow Girl Scouts to gauge how well its program is working in terms of developing key leadership skills in girls.

With this new campaign and the projected growth in overall girl population in the United States, Girls Scouts expects to see its membership begin to increase over the next few years. The campaign will also pave the way for a major effort to gain exposure during the organization’s national centennial celebration in 2012.

About Girl Scouts

Founded in 1912, Girl Scouts of the USA is the preeminent leadership development organization for girls with 3.3 million girl and adult members worldwide. Girl Scouts is the leading authority on girls' healthy development, and builds girls of courage, confidence and character, who make the world a better place. The organization serves girls from every corner of the United States and its territories. Girl Scouts of the USA also serves American girls living overseas in 90 countries. For more information on how to join, volunteer, reconnect, or donate to Girl Scouts, call 410.358.9711 or visit www.gscm.org.

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Girl scouting builds girls of courage, confidence and character who make the world a better place. Girl Scouts of Central Maryland provides a myriad of programs and activities for nearly 30,000 girls in Baltimore City, Anne Arundel, Baltimore, Carroll, Harford and Howard counties.

Where Girls Grow StrongSM