

Little Brownie
BAKERS®

girl scouts
cookie program



Remember to keep the new
Lemon-Ups cookie confidential
until January 7, 2020.

How to talk up **lemon-ups™**

*Strategies for marketing
this zesty new cookie*

Pump Up the



Remember to keep the new Lemon-Ups cookie confidential until January 7, 2020.

Inspired by girls in the Girl Scout Cookie Program®, Lemon-Ups™ Girl Scout Cookies® are a special addition this season. Customers and girls alike will love to learn about the story behind this one-of-a-kind cookie!

Use the strategies in this brochure to spread the word about Lemon-Ups and their bright messages to all audiences. Little Brownie Bakers® even gives you handy tools to make it easy.

A social Girl Scout Cookie™

The motivational messages baked into Lemon-Ups' golden tops make them great for sharing. And what better place to share than on social media?

Many of these strategies revolve around social media and will help you make the most of your promotion. Just remember to wait until 12 p.m. ET on Jan. 7, 2020, to share the news and any images of the cookie.

A Lemon-Ups takeover of the Samoas® social pages will introduce over 500,000 fans to the new cookie this upcoming season.



Excitement!

For volunteers

Go social! Volunteers will want to talk up Lemon-Ups to their friends and family on their social media pages. To get the word out, they can:

- **Post Lemon-Ups GIFs, videos and images.** Find positively fun lemon-themed content for social media on the Social Resources section of LittleBrownie.com. Download or share directly from the site after Jan. 7, 2020.
- **Use tried-and-true tips from other volunteers.** Check out special promotions and booth sales tips from other volunteers, available on the Little Brownie Pinterest page.



For girls and families

Get creative! Girls can make Lemon-Ups crafts to tell customers about the cookie, and families support them by getting the lowdown on Lemon-Ups.

- **Create an attention-grabbing booth display.** Set up a bright display to show customers there's a new Girl Scout Cookie. Use Little Brownie's point-of-purchase (POP) display with helpful product info, or create your own!



- **Spruce up your selling tips.** Lemon-Ups selling tips are listed on the back of the Little Brownie's POP display in girl-friendly words, making booth sales a success.
- **Families love social, too!** They can share news about Lemon-Ups and post ready-made content from the Social Resources section of LittleBrownie.com.
- **Host a photo op.** Girls can use these photo props to celebrate the new cookie's release.



For your council

Yellow out! Take the Lemon-Ups party to social media after 12 p.m. ET on Jan. 7, 2020, to celebrate the new cookie. **You can:**

- **Brand your social pages with Lemon-Ups graphics.** Update your cover photos to announce the zesty new addition to the Girl Scout Cookie Program. Use graphic assets from the Social Media Toolkit on Girl Scouts® Ideal Cookie Sale.
- **Engage in the Lemon-Ups social conversation.** Use branded hashtags to spread the word even further. Follow the Samoas® social pages to tie into the official campaign.

 @Samoas_Cookies

 @SamoasCookies

- **Share a new, lemony recipe.** Post the upcoming recipe featuring Lemon-Ups to entice customers.

Find the recipe on LittleBrownie.com after Jan. 7, 2020, or share it directly from the Samoas social pages.

- **Display the Lemon-Ups poster.** Use the poster provided in this kit to promote Lemon-Ups internally. Show the side with the cookie confidential logo on it until Jan. 7, 2020, and then flip it after the news is officially announced.

#LemonUps
#thinkoutsidetheCookieBox



Little Brownie
BAKERS®


girl scouts
cookie program

The GIRL SCOUTS® name and mark, and all associated trademarks and logotypes, including GIRL SCOUT COOKIES®, THIN MINTS®, TREFOILS®, GIRL SCOUT COOKIE SALE®, GIRL SCOUT COOKIE PROGRAM®, GIRL SCOUT S'MORES®, LEMON-UPS® and the Trefoil Design, are owned by Girl Scouts of the USA. The LITTLE BROWNIE BAKERS® name and mark, and all associated trademarks, including SAMOAS®, TAGALONGS®, DO-SI-DOS® and TOFFEE-TASTIC® are registered trademarks of Ferrero International, S.A. © 2019 Ferrero Inc. All Rights Reserved.