

PARTNER



OBJECTIVE

Girl Scout cookies are an American tradition and only available during select times of the year.

Little Brownie Bakers wanted an app for iPhone and Android devices that would make it easy for consumers to find sales near them during this

limited window of opportunity in an effort to drive more purchases of **Samoas**®, Thin Mints and other favorite Girl Scout cookie flavors.



APPLICATION



EachScape worked closely with **Little Brownie Bakers** in partnership with **tmg-emedial**, developers of Girl Scout

cookie sale technology, to create an application that enables users to search for sales near them, get directions, add to their calendars and share the details with their friends via social networks. Additionally, users can find fun cookie facts, videos and even recipes that enhance the spirit of the Girl Scout cookie sales.

Girl Scout Councils can easily update information about new booth sale times and locations via a web admin tool, and this information instantly populates the app with locations, dates and start and end times.

RESULTS

Girl Scout Cookie Locator launched on iPhone and Android in Spring 2011 as a pilot program to a select number of Girl Scout councils. After promotion in the Apple App Store, in the press and through local troops, the app generated more than ten times the projected usage. This led to an expansion of the program in 2012 to all Girl Scout Councils served by Little Brownie Bakers, with enhanced functionality including video and Foursquare checkins.

- Downloaded over 250,000 times (over 10x original goal)
- National press coverage and great buzz (Critical KPI)
- Branded content drove ongoing engagement in off-season
- More than 1 million transactions processed on administrative companion apps

Additionally, **Little Brownie Bakers** launched two additional administrative applications for Girl Scout troop leaders to manage their inventory and orders, another success story with more than 1 million transactions processed.

