



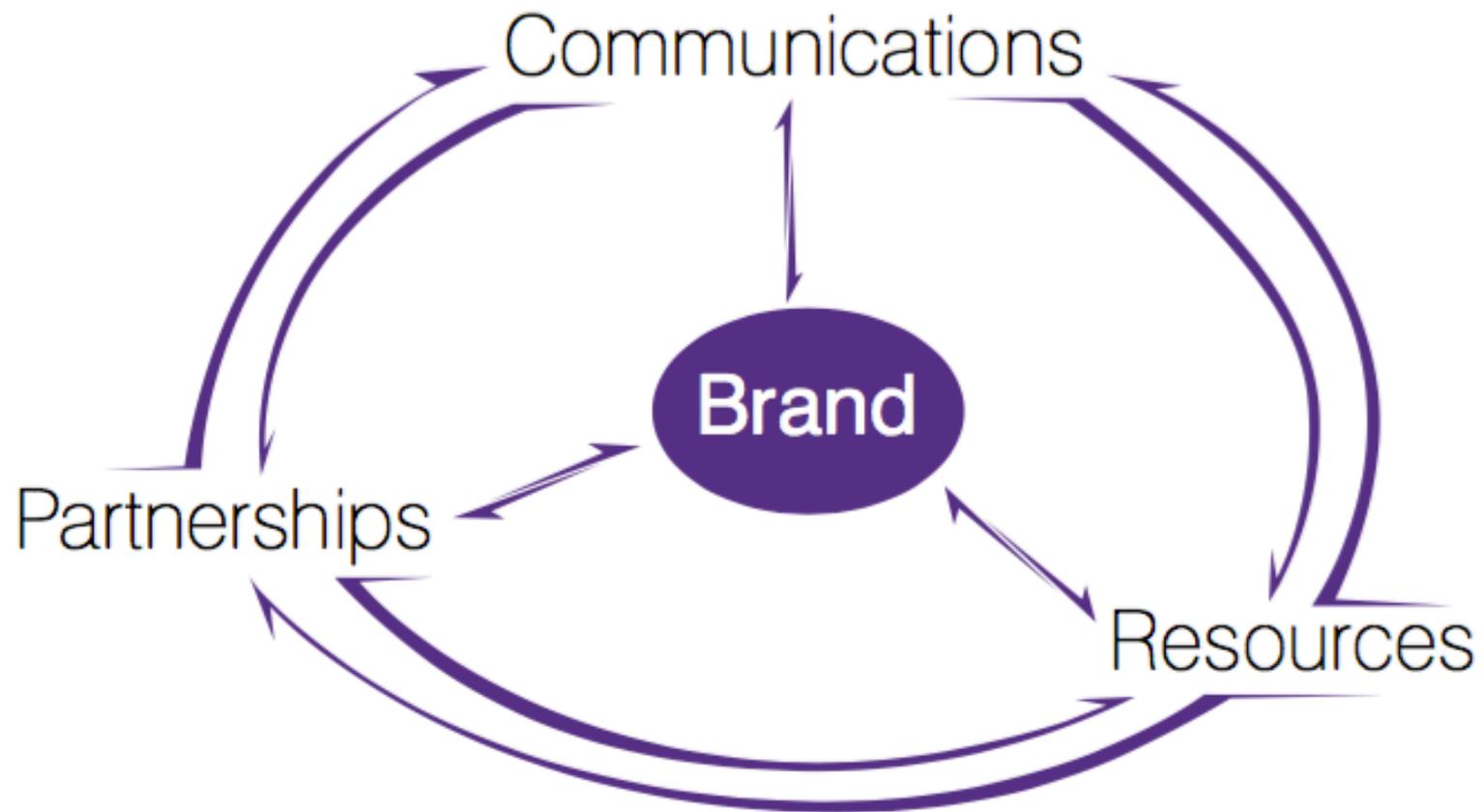


3

**From Scouting's  
profile to the concept  
of Branding**

**El Movimiento Scout  
como Marca**





If the Scout Movement will be a product, how would it be?

Si el Movimiento Scout fuera un producto a la venta ¿Cómo sería?

# Scouting=Brand



## Scouting as a product

	What	How / Why
<b>Scouting's "Raison d'être"</b>	Scouting's cause	The cause that Scouting defends must contribute to achieving its vision: <i>"Creating a better world"</i> .
	Its mission	Educating young people to play a constructive role in society.
<b>Supply</b>	Its product	Scouting's educational programme (the famous Scout method)
	Its sales force	<ul style="list-style-type: none"><li>- National Scout Organizations</li><li>- Local Scout group leaders</li><li>- Scouts</li></ul>
<b>Social demand</b>	Its customers	Be attractive to: <ul style="list-style-type: none"><li>- Young people</li><li>- Families</li><li>- Local communities</li></ul>
	Product image	<ul style="list-style-type: none"><li>- The image associated with the activities proposed by the educational programme.</li><li>- The image associated with the behaviour of its sales people.</li><li>- The image associated with customer satisfaction (reputation).</li></ul>
<b>Permanent innovation</b>	The product life cycle	Scouting's capacity to adapt its programme, including the activities, to each generation of young people, based on sociocultural trends.

## Scouting as a product

	What	How / Why
<b>Scouting's "Raison d'être"</b>	Scouting's cause	The cause that Scouting defends must contribute to achieving its vision: "Creating a better world".
	Its mission	Educating young people to play a constructive role in society.
<b>Supply</b>	Its product	Scouting's educational programme (the famous Scout method)
	Its target	<ul style="list-style-type: none"><li>- Young people</li><li>- Families</li><li>- Local communities</li></ul>
<b>Reputation</b>	Product image	<ul style="list-style-type: none"><li>- The image associated with the activities proposed by the educational programme.</li><li>- The image associated with the behaviour of its sales people.</li><li>- The image associated with customer satisfaction (reputation).</li></ul>
	The product life cycle	Scouting's capacity to adapt its programme, including the activities, to each generation of young people, based on sociocultural trends.

VISION 2023?

10 sec. explanation about Scouting

*Explicación de 10 segundos sobre el  
Movimiento Scout*





OUR IMAGE  
Should reflect  
WHAT WE DO

$$\left[ \text{VALUES} \right] \times \left[ \left( \text{PERCEPTION} \right) + \left( \text{PRACTICE} \right) \right] = \text{IMAGE}$$

Sensitisation

**Internal perceptions**

Scouts  
Leaders  
Members

+ Youth programme → Activities

+ Adult resources → Recruitment

+ Governance → Democracy

Understanding

**External perceptions**

Young people  
Families  
Public Opinion

+ Communication → Openness

+ Symbolic framework → Meaningfulness

+ Capacity of innovation → Adaptation





# Learn It Young Remember It Forever! #BePrepared

📅 August 24, 2015 [Events](#) [News](#) [Press Release](#)

At 8h on September the 3rd [youtu.be/rpMFkcSn5IM](https://youtu.be/rpMFkcSn5IM) @SAScout Ad just passed 1million views. 48hours prior it had 15 000. No paid media. Truly organic. Proud [@notnormagency](#)

12 million South Africans live in extreme poverty. Scouting empowers children to #BePrepared and gives them the tools to overcome real challenges.

Let's share Scouting with children who don't have access to thorough education or healthy extracurricular activities. Help SCOUTS South Africa give children the chance to learn skills they need to thrive. Empower a child and impact a community... **watch and share this video** with all your Scouting friends! #BePrepared.

Learn It Young. Remember It Forever. 🕒 ➡

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9 - 12 March / Mars 2016, Ghana

**Today is Africa Scout Day!**

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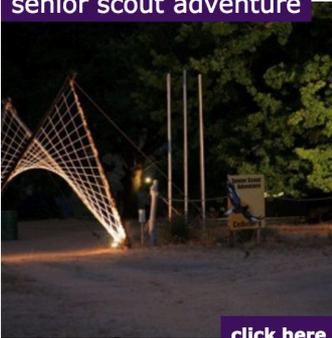
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Scouts South Africa



**Scouts South Africa**  
Organización juvenil · Organización comunitaria · Organización educativa

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- Diego, Arnoldo Antonio, S...**

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**Scouts South Africa** compartió el álbum **Project - "SAVE OUR ROADS"** de 1st Polokwane Scout Group.  
4 de abril a las 23:19 · 🌐



## 2.2 mil views in 2 weeks for SCOUTS South Africa's new advert "Learn It Young. Remember It Forever". #BePrepared

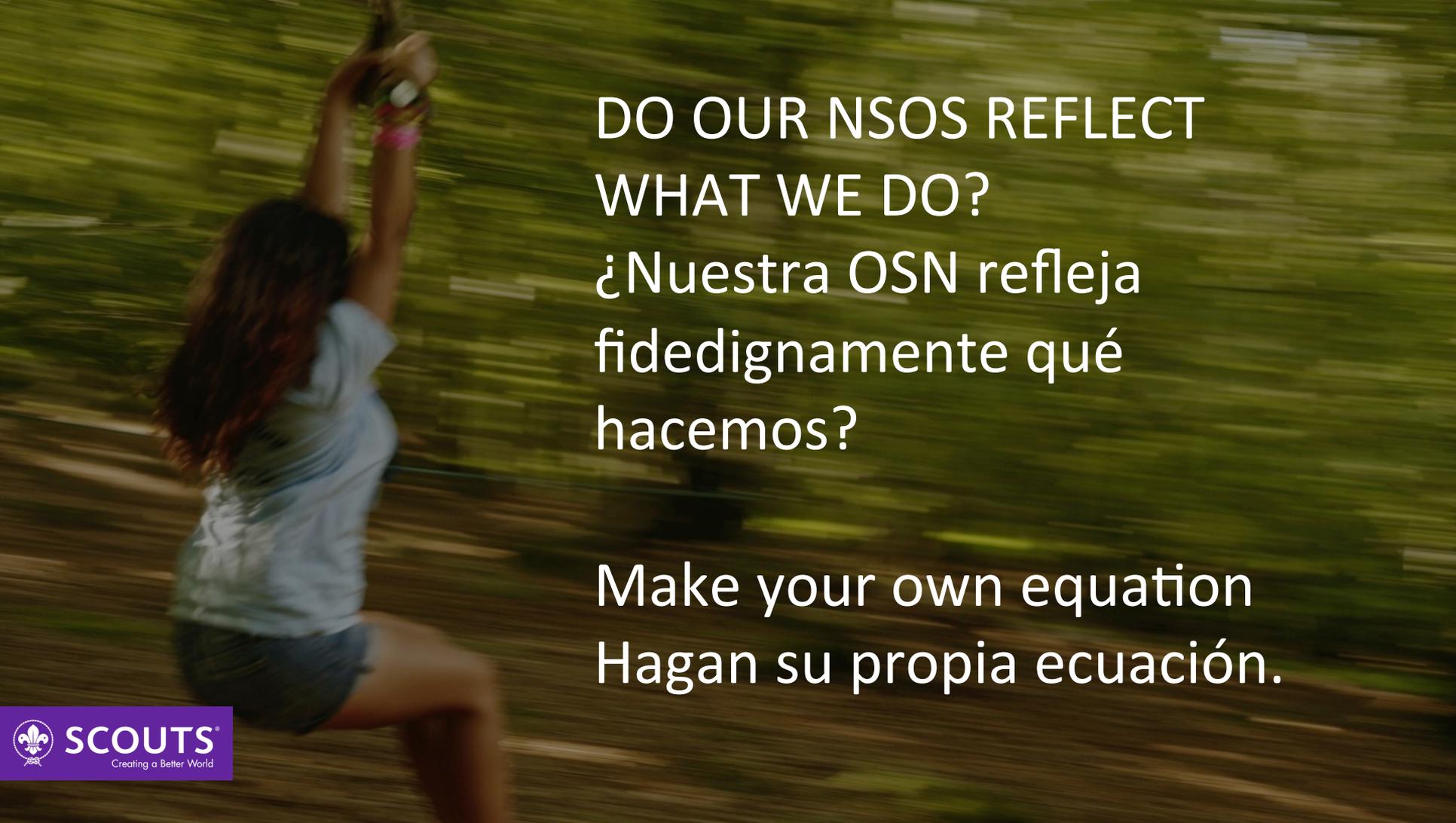
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South Africa



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hacemos?

Make your own equation  
Hagan su propia ecuación.



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Creating a Better World

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