



STRATEGY News

August 2004



Scouting's Profile – strengthening communications, partnerships and resources .

Prime time adverts for Scouts in Guatemala

SUMMARY

A professional media campaign, promoting 'good turns' as a key element of Scouting, has raised the profile of Scouts in Guatemala.

Scouting in Guatemala has received the equivalent of 1/4 of a million US dollars in prime advertising thanks to a generous donation from a large Advertising Company and the talents of a former Scout.

The third phase was launched during July 2004 and its message is:

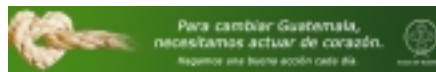
**'Changing Guatemala is in your hands,
Let's do a good turn daily.'**

The adverts, focusing on the traditional Scout activities of 'knotting' and 'doing a good turn' but with a contemporary twist, have appeared on television, on the radio and in key national newspapers. There have been three parts to the campaign, which emotively link Scouts with action, good turns and creating a better society in Guatemala.



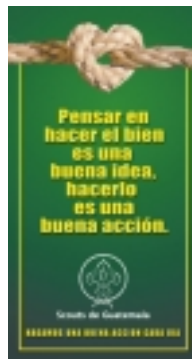
The message in the first phase was:

**'To change Guatemala, we need to act from the heart,
Let's do one good turn today.'**



The second phase was:

**'Thinking of doing a good thing is a good idea,
Doing it, is a good turn.'**



The project has been run by the Guatemala Scout Foundation who secured the sponsorship with the advertising agency Leo Burnett, and with the help of a former Scout, who designed the advertising campaign.

"This has been a tremendous boost to Scouting in Guatemala. It is great to see and hear the adverts. Large banners have been produced and Scouting is now much more visible in society.

The campaign delivers a simple, positive message, which we are sure people will remember and make the





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link with Scouting. It has really helped to improve the image of our association and we need now to show people what we are doing to improve society in Guatemala.”

The Guatemala Scout Association will gladly share the material of this campaign with any association that wants to use it. Contact www.scoutsguatemala.com or email scoutguat@intelnnett.com

To see the short TV advert and hear the radio clip, visit the web-page <http://www.scout.org/strat/en>

