



COCODirect

Sell cookies in a whole new way with COCODirect.

ABC has partnered with Mrs. Fields® to have Girl Scout Cookies® shipped directly to consumers.



ABC Bakers, a division of Interbake Foods, is proud to partner with Mrs. Fields to ship Girl Scout Cookies directly to consumers via COCODirect. Interbake is the official licensed baker for Mrs. Fields, an industry leader in delivering quality products to consumers.

With COCODirect...

Consumers can have cookies shipped directly and pay via credit card.

Girls can sell using COCODirect in 2 ways:

1. Using **COCOMobile** - ABC's proprietary girl ordering app
2. Using **COCO Online Marketing** - Girls can send an eCard to friends and family that includes a secure link to COCODirect.

COCODirect will make it easier than ever to be a part of the world's largest girl-led business.

Easy to Use!

For sales made through COCODirect, there's

NO money collection and

NO hand delivery!

Customers can choose from packaging sizes:



- An eight-pack sampler that includes one of each variety
- A half dozen of any one variety
- A dozen of any one variety
- And for a limited time only, they can order ABC's gluten free cookies, Trios

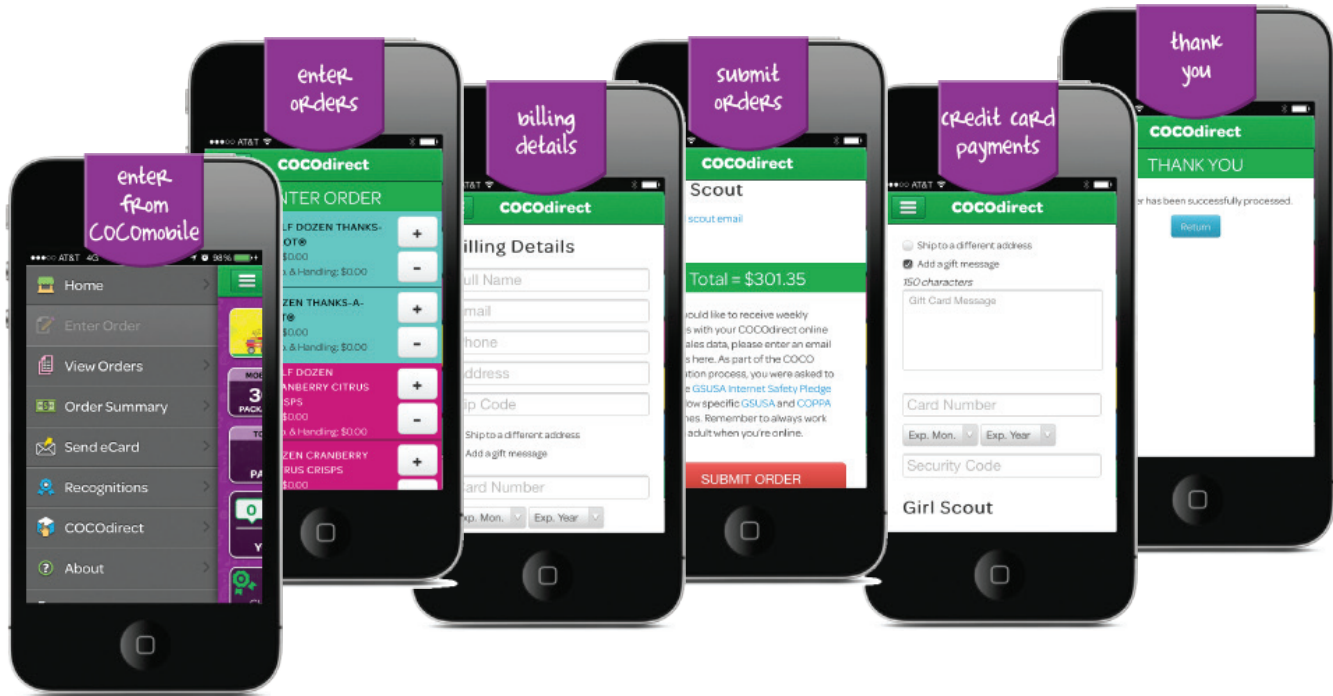


Building a Better Cookie Sale, Together





The COCODirect Girl Experience via COCOMobile



9 Easy Steps for Girl Scouts:

1. **Register** for COCO via abcsmartcookies.com to get username & password
2. **Download COCOMobile** from the Apple store (Apple version) or Google Play™ (Android™ version)
3. **Login to COCOMobile** using COCO username & password
4. **Open the COCODirect order screen** by clicking on **COCODirect** icon in the main menu of COCOMobile.
5. **Place the customer's order**
 - Quantity of ½ dozen, dozen, and 8-pack varieties
 - Customer ship to name, address, phone number, email address
 - Customer bill to name, address, phone number, email address, credit card information
 - The customer will have an option of "expediting" the order
6. **Review the order** with the customer, telling them the amount due
7. **Submit the order** with a simple click
8. **Order, delivery and shipping confirmation will be emailed** to the customer
9. **Weekly Sales Data Reports will be emailed**, if an email address is entered when the order is placed.





The COCODirect Girl Experience via COCO

The screenshots illustrate the following steps:

- Step 1:** Registering for a COCO account.
- Step 2:** Logging in with a username and password.
- Step 3:** Navigating to the Online Marketing section.
- Step 4:** Clicking on 'Send An E-Card'.
- Step 5:** Selecting a COCODirect E-Card.
- Step 6:** Choosing a contact name from a list.
- Step 7:** Adding a personalized message.
- Step 8:** Previewing the e-card before sending.
- Step 9:** Clicking 'Send E-Card' to complete the process.

1. Register for COCO via abcsmartcookies.com to get username and password
2. Login to COCO using username and password
3. Select Online Marketing
4. Click on Send an E-Card
5. Choose the COCODirect E-Card
6. Choose the contact name(s)
7. Add a message
8. Preview the card
9. Hit send
10. Friends and family receive an email with a link to COCODirect, allowing them to place an order and pay with a credit card

