



8400 Fairway Place
Middleton, WI 53562
U.S.A.
877-247-5223
americangirl.com

Contact: Rachel Hafner
Director of Communication
(123) 456-7889
Rhafner@americangirl.com

STRATEGIC BRIEF: Blog

Prepared by Rachel Hafner

Client Bio

With a strong focus on believing in yourself and staying true to who you are, American Girl looks to inspire young girls. Since its debut catalogue in 1986, American Girl has reached young girls of all backgrounds, emphasizing strength and optimism. In a place of trust, love, compassion, and tolerance towards everyone, girls can learn and become inspired through carefully created role models. The company's BeForever™ dolls teach history and hardships faced in the past, while the Girl of the Year® line reflects interests and topics relevant to the modern day. To American Girl, character and values count.

Analysis

Strength:

- Well-established company
- Unique brand
- Celebrates the differences in people

Weakness:

- Narrow audience, mission focuses primarily on girls

Purpose

Promote the American Girl Place and highlight the unique experience it offers through a blog post.

Target Audience

- Media
 - Social Media outlets
- Website
- Customers
 - Parents or guardians
- Families with young children

Distribution Plan

- Website
 - Blog Archive
- Social Media
 - Twitter with link to the blog
 - Facebook with link to the blog

MORE →



Evaluation Plan

- Record amount of blog views
 - Goal: 2,000 views
- Monitor comments
 - Goal: 400 comments
- Track Social Media
 - Like goal: 1,000
 - Share goal: 350

###

