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: Brochure

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:

- Unique brand
- Dolls celebrate the differences in people
- Choice of nonprofit fits with the target market
- High percentage of profits go toward the nonprofit
- Fully involved in nonprofit, doing more than just profit donations

Weakness:

- Narrow audience, mission focuses primarily on girls

Purpose

To raise funds for the Children's Miracle Network and celebrate the American Girl anniversary year through a persuasive, promotional brochure.

Target Audience

- Media
  - Traditional print materials
  - Social media
  - American Girl Website
- Consumers
  - Parents and guardians
  - Employees and donors of Children's Miracle Network
  - Patients of Children's Miracle Network

MORE ⟶

- Children

Distribution

- Print Materials
  - Brochure displays
- Social Media
  - Facebook
  - Twitter
- American Girl Website

Evaluation Plan

- Monitor the amount of online views
  - View goal: 150,000
- Record the amount of donations
  - Goal: $2,000
- Track the number of likes and shares on social media
  - Like goal: 3,000
  - Share goal: 150
- Watch the number of sales in the Bitty Baby Mini Bitty Bear anniversary collection
  - Goal: 20% sales increase

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