



8400 Fairway Place  
Middleton, WI 53562  
U.S.A.  
877-247-5223  
[americangirl.com](http://americangirl.com)

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

## STRATEGIC BRIEF: Infographic

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 to the brand
- Celebrates the differences in people
- Teaches history
- Provides examples of good morals and characteristics

Weakness:

- Narrow audience, mission focuses primarily on girls
- Must keep to a certain number of dolls in the collection
- Lacks much diversity

### Purpose

Promote the BeForever™ doll collection through an infographic that organizes and clearly explains the historical influence.

### Target Audience

- Media
  - Traditional print materials
  - Social media
  - American Girl website
- Consumers
  - Parents or guardians
  - Children

### Distribution Plan

- Print materials

MORE →



Strategic Brief: pg. 2 of 2

- American Girl Magazine
- American Girl Place retail brochures
- Social media
  - Instagram
  - Facebook
- American Girl website

#### **Evaluation Plan**

- Monitor the amount of online views
  - View goal: 150,000
- Record the number of magazines printed and bought
  - Goal: 50,000
- Track the number of likes and shares on social media
  - Like goal: 3,000
  - Share goal: 150
- Watch the numbers of sales in the Beforever™ doll collection
  - Goal: 15% sales increase

###

