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STRATEGIC BRIEF: Newsletter

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

Summarize and reflect on the American Girl 30th anniversary birthday party event through coverage in a newsletter article.

Target Audience

- Media
 - Traditional print materials
 - Social media outlets
- Consumers
 - Parents and guardians
 - Children
- Event Participants

Distribution Plan

- Website

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- Social Media
 - Twitter
 - Facebook
- Print Materials
 - American Girl Magazine
 - Printed Newsletter

Evaluation Plan

- Monitor the amount of online views
 - View goal: 100,000
- Record the number of magazines printed and bought
 - Goal: 50,000
- Track the number of likes and shares
 - Like goal: 3,000
 - Share goal: 150

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