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STRATEGIC BRIEF: Media Kit

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

Provide information on American Girl's 30th anniversary celebration, including the company's special birthday party event, through the components of a media kit: news release, social media release, pitch email, pitch tweet and fact sheet.

Target Audience

- Media
 - Traditional media outlets
 - Social media outlets
- Consumers
 - Children
 - Parents or guardians
- Previous consumers
- Local New York residents

Distribution Plan

- Website

MORE →



Strategic Brief: pg. 2 of 2

- Traditional Media
 - Parent magazines
 - American Girl Magazine
 - Television
 - Newspapers
- Social Media
 - Facebook
 - Instagram
 - Twitter
- Printed Party Invitation

Evaluation Plan

- Monitor amounts of likes, views and shares on social media posts
 - Like goal: 5,000 likes
 - Share goal: 100 shares
 - View goal: 10,000 views
- Watch sales on the special anniversary products
 - Goal: 300,300 sold for a total of \$3 million
- Track the number of people visiting the stores
 - Goal: 10% increase
- Record attendance at the birthday event
 - Goal: 600 guests

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