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## **Strategic Brief: Brochure**

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### **Client Bio**

American Girl, ever since its debut in 1986, holds the mission to inspire young girls through its products. Ranging from historical dolls to current magazines, American Girl uses its products to encourage girls to explore their creativity and passions. Besides producing quality dolls, books, and accessories for their customers, American Girl dedicates itself to serving the community through charitable donations and events. However, American Girl does not advertise its charitable efforts effectively to its publics.

### **Project Purpose Statement**

Provide information on American Girl's charitable partnership with Children's Miracle Network as well as the new product in a creative and informative way that will strengthen its reputation with the public.

### **Target Audience**

- Consumers
  - Parents/Guardians already involved with American Girl
  - Parents/Guardians not involved with American Girl
- Media

### **Distribution Plan**

- Kiosks
  - American Girl stores
  - Walmart
  - Toys R Us
  - Target
  - Children's Miracle Network hospitals
- Media Kit

### **Evaluation Plan**

The impact of the infographic will show in how many brochures are taken from the kiosks at each store as well through the sales of the "Little Bitty Miracle" product. How the public responds on these platforms will give American Girl a way of measuring the effectiveness of the distribution strategy.

Each platform evaluation takes place with different methods. The methods include:

- Retail Store kiosks
  - The number of brochures taken from each location. Each store will have 500 copies given originally.
  - Goal: 400 brochures taken by customers the first month.
- Media Kit
  - The number of media outlets that utilize the brochure or the information included in the brochure.
  - Goal: 50 percent of all media outlets sent the media kit with the brochure use the information in a story.