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## **Strategic Brief: Infographic**

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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 partnerships in a creative and interesting 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
- Non-profits
  - Non-profits already in partnership with American Girl
  - Non-profits not in partnership with American Girl
- Media

### **Distribution Plan**

- Website
  - Blog
  - Home page banner with link
  - On website page: <http://www.americangirl.com/corporate/charitable-efforts>
- Email
  - Sent to all those in the American Girl database
- Social Media links
  - Facebook
  - Twitter
- Newsletter
  - Featured in the next monthly newsletter

## Evaluation Plan

The impact of the infographic will show within social media pages, the website as well email. 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:

- Social Media
  - The number of shares, likes, views and retweets on posts containing the infographic.
  - Goal: 700 likes on each post, 100 shares, 200 retweets.
- Website
  - Number of views on the site and number of clicks on links to the infographic.
  - Goal: 1,000 clicks on link.
- Email
  - The number of emails actually opened by the recipients.
  - Goal: 75 percent of emails opened.