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## **Strategic Brief: Media Kit**

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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. American Girl has a limited client base because it only caters towards young girls. This provides limitations as well as advantages for the company. Having a narrow client base stops growth, however it can help the company accommodate a specific clientele efficiently. Besides producing quality dolls, books, and accessories for their customers, American Girl dedicates itself to serving the community through charitable donations and events.

### **Project Purpose Statement**

Provides information about American Girl's 30th anniversary by using a media kit including a news release, social media release, social media advisory, pitch letter, biographies, fact sheet and a backgrounder.

### **Target Audience**

- Consumers
  - Children
  - Parents/ Guardians
- Media
- Stakeholders
- Partners

### **Distribution Plan**

- Traditional Media
  - Magazines
  - Direct Mail
  - Television
  - Newspapers
- New Media
  - Website
    - Blog
    - Home page banner with link
  - Social Media
    - Facebook
    - Twitter
    - Instagram
    - YouTube

## Evaluation Plan

The impact of the marketing for the event will show within social media pages, the website, third party coverage and attendees. How the public responds on these platforms will give American Girl a way of measuring the effectiveness of the marketing strategy.

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

- Social Media
  - Activity surrounding the event classified as shares, likes, views and retweets.
- Website
  - Number of views on the site and number of clicks on links to information about the anniversary.
- Third party coverage
  - The amount of coverage will give a general understanding of who the information reached.
- Attendees
  - The number of guests who attended the event.