



Melissa & Doug
141 Danbury Rd.
Wilton, CT 06897 USA
1-800-718-5365
www.melissaanddoug.com

Contact: Emma Stratton
Director of Marketing and
Communications
(777) 222-555
estratton@melissa&doug.com

Strategic Brief: Blog

Prepared by Emma Stratton

Client Bio

Melissa and Doug Bernstein founded Melissa & Doug, a children's toy company, in 1988. The company originated in Doug's parents' garage, but headquarters are now located in Wilton, Connecticut, and has expanded abroad too. Its company mission statement is to "provide a launch pad to ignite imagination and a sense of wonder in all children so they can discover themselves, their passions and their purpose."

SWOT Analysis

Melissa & Doug take pride in conceptualizing every product at their offices before bringing them to the factory for production; they also test all of their products prior to selling them to consumers. The company hopes to encourage free play, creativity, imagination, learning and discovery. Staying away from technology can provide limitations for the company; specifically leading to a narrowing of clients who thrive on technology.

Project Purpose Statement

Provide information to parents about how they can be more intentional with their children through play. Creative methods will be explained to the public using a blog.

Target Audience

- Parents/ Guardians
 - Parents already involved with Melissa & Doug
 - Parents not involved with Melissa & Doug

Distribution Plan

- Company Website
 - Blog
 - Home page banner with link
- Social Media Links
 - Twitter
 - Facebook

Evaluation Plan

-MORE-

The impact of the blog will be shown through the website and social media platforms. How the public responds on these platforms will give Melissa & Doug a way of measuring the effectiveness of their blog.

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

- Social Media
 - Activity surrounding the blog classified as shares, likes, comments and retweets.
 - Facebook Goal: 500 shares, 2,000 likes
 - Twitter Goal: 200 retweets, 1,000 likes
- Website
 - Number of views on the site and number of clicks on links to the blog.
 - Goal: 25,000 clicks on the link in one week