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Strategic Brief: Brochure

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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

Melissa & Doug takes pride in conceptualizing every product at its offices before bringing them to the factory for products; they also test all manufactured 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. Through partnering with Children's Miracle Network, Melissa & Doug will expand its audience and improve its reputation. Children's Miracle Networks aims to provide care for children and increase the awareness of health problems. The company hopes to improve the happiness and health of all children.

Projected Purpose Statement

Provide information to the public on Melissa & Doug's charitable partnership with Children's Miracle Network as well as its new product in a creative way that will strengthen its reputation and increases sales/fundraising through a persuasive, promotional brochure.

Target Audience

- Consumers
 - Parents/ Guardians involved with Melissa & Doug
 - Parents/ Guardians not involved in Melissa & Doug
- Media

Distribution Plan

- Media Kit
- Kiosks
 - Melissa & Doug stores

-MORE-

- Children's Miracle Network hospitals
- Toys R Us

Evaluation Plan

The impact of the brochure will be measured through how many brochures are taken from the kiosks at each store as well as through the sales of the "Celebration Miracle" product. The responses of the public on these platforms will give Melissa & Doug a way of measuring the effectiveness of the distribution strategy

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

- Media Kit
 - The number of media outlets that utilize the brochure or the information included in the brochure.
 - Goal: 25 percent of all media outlets who received the media kit with the brochure will use the information in a story.
- Retail Store kiosks
 - Stock each instore kiosk with 500 copies of the brochure. Evaluate impact through the number of brochures taken from each location.
 - Goal: 200 brochures taken by customers the first two weeks.

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