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Strategic Brief: Infographic

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

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.

Projected Purpose Statement

Provide information to the public on the Take Back Childhood movement and the importance of free play in a creative and interesting way through an infographic.

Target Audience

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

Distribution Plan

- Social Media Links
 - Twitter
 - Facebook
- Newsletter
 - Featured in the next monthly magazine
- Email
 - Sent to all emails in the Melissa & Doug database
- Website
 - Blog

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- Home page banner with link
- On website page: <http://www.meliss&doug.com/infographic>

Evaluation Plan

The impact of the infographic will be measured through activity on our social media links. 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:

- Social Media
 - Activity goals surrounding the infographic: shares, likes and retweets on posts containing the infographic.
 - Goal: 700 likes on each post, 100 shares, 200 retweets.
- Email
 - The number of emails actually opened by the recipients.
 - Goal: 70 percent of emails opened.
- Website
 - The number of people who view the site and number of clicks on links to the infographic.
 - Goal: 1,000 clicks on link.

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