



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)222-5555
estratton@melissaanddoug.com

Strategic Brief: Media Kit

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."

Project Purpose Statement

Provide information about Melissa & Doug's 30th anniversary by using a media kit including a news release, social media release, media pitch email and fact sheet.

SWOT Analysis

Melissa & Doug takes pride in conceptualizing every product at their offices before bringing them to the factory for production. The company also tests 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.

Target Audience

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

Distribution Plan

- Social Media
 - Instagram
 - Twitter
 - Facebook
 - YouTube
- Traditional Media
 - Newspapers
 - Television
 - Radio
 - Magazines
 - Direct Mail
 - Company website

-MORE-

Evaluation Plan

The impact of our marketing and communications group will be measured through activity on our social media accounts, our company website and event attendees.

- Social Media
 - Activity goals surrounding the event
 - Like Goals: Facebook- 1,000; Twitter- 800; Instagram- 800
 - Share Goals: Facebook- 200; Twitter- 50
 - Positive Comment Goals: Facebook- 100
 - Count the number of traditional media outlets that cover our story
 - Traditional Media Outlets Goal: 5 media outlets
 - Count the number of contestant entries
 - Contestant Entry Goal: 2,000 participants

Attendance Goal

- 5,000 people

###