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Strategic Brief: Newsletter

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. At the event, Melissa & Doug host President Donald Trump and Melissa & Doug President Doug Bernstein who brought attention to the party. Another benefit for attending the party was obtaining new products as a gift and potentially as a winner of the Creative Children contest.

Projected Purpose Statement

Provide information to the public with an overview of the anniversary party.

Target Audience

- Consumers
 - Children already involved with Melissa & Doug
 - Children not involved with Melissa & Doug
 - Parents/ Guardians involved with Melissa & Doug
 - Parents/ Guardians not involved in Melissa & Doug
- Company partners
 - Retail companies
 - Paid affiliate
- Guests of the event

Style

- The newsletter will have both entertaining and informative purposes for the public.

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Distribution Plan

- Social Media Links
 - Instagram
 - Twitter
 - Facebook
- Direct Mail
- Company Website

Evaluation Plan

The impact of the newsletter 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 event
 - Like Goals: Facebook- 1,000; Twitter- 800; Instagram- 800
 - Share Goals: Facebook- 200; Twitter- 50
 - Positive Comment Goals: Facebook- 100
 - Direct Mail: number of responses
 - Company Website: number of people who view the website link

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