

AG *GO!*



Campaign

Pitch



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Proposal

Introducing the all new American Girl mobile app... AG Go!

American Girl has a legacy of meeting girls where they are throughout history. These days, girls want it all. AG GO! is designed to link digital and physical play with exclusive AG content.

Everything fans love about the classic magazine (and more!) now ready on the go for girls ages 8-13!





About AG GO!

More than play, the app will provide high quality learning opportunities and advice on growing up. AG has been able to provide life changing experiences through our series of book publications and magazines – now we are ready to take it online so American Girl can be accessible anywhere.

Key Messages

01

American Girl encourages girls to engage in fun, imaginative and uplifting play.

03

AG celebrates girlhood and its endless possibilities, no matter what they look like.

02

Cultivate lasting memories with American Girl.





Goals & Objectives

Goals:

To bring the American Girl brand into the digital world

- Establish AG as a challenger brand in the mobile app space

Promote owned American Girl content such as books, games, and videos

Objectives:

Increase web searches for “American Girl” by 30%

100K app downloads in the first 6 months on IOS and Android stores

Increase doll and accessory sales by 15%

Communications Channels

01

Social Media
(Owned Media)

03

Earned Media

02

Paid Media





Timeline



August 2024

- Start campaign development and research
- Identify key influencers and partnerships
- Complete app beta

1

September 2024

- Pitch to influencers and media outlets
- Create owned media
- Send app beta to influencers and partners

2

October 2024

- Launch social media content and ads on partner channels like Disney
- Debut app beta content with influencers

3

November 2024

- Launch AG GO! app across the U.S.
- In-app Disney themed launch party and products release
- Pitch holiday schedule to media

4

December 2024

- Store pop-up events at American Girl retail locations
- Holiday events on app begin
 - Video series
 - Historical Doll tie-in event

5



Fees

Total campaign cost:
\$55,250



Fee Breakdown



**App beta, distribution
and feedback**
(\$10,000)



**Ads on partner
channels**
(\$20,000)



**Research and
strategy development**
(\$5,000)



**In-store pop-up
events**
(\$4,250)



**Creative content
development**
(\$8,000)



**Video production and
distribution**
(\$8,000)



Press Kit

(see pages 10-14 of report)



1

Factsheet



2

Press Release



3

Pitch





Media List



Sona Charaipotra

[Parents.com](https://www.Parents.com)

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Evaluation

The success of the AG GO! launch and campaign will be determined by the goals and objectives set. The app's goal is to achieve 100,000 downloads in the first six months along with increasing general brand awareness, a 15% increase in followers across owned social media accounts, and an increase in American Girl retain success, especially near the holiday season.



AG[®]
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Thank You!

Contact Information



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