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Headline: Disney Quality Teas on a Beer Budget

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When Harney & Sons Fine Teas worked with Disney last year, they bought access to the brands' iconic characters, but not the dollars behind the brand. CVR was tasked with bringing the sponsorship to life without the traditional dedicated marketing dollars to support a sponsorship.

CVR had been down this road before with Harney and Disney, so when we were asked to go down the new Disney marketing rabbit hole, we jumped right in. Representing the juggernaut house that the mouse built is a huge undertaking that requires thoughtful strategic planning, a high investment of all manner of resources, careful finessing of Disney brand requirements, and perhaps a bit of fairy dust.

We created a Wonderland Campaign designed to launch two teas, Alice in Wonderland and The Mad Hatter. In addition to out of home (a billboard in Times Square), paid social media, organic social media, Harney's e-commerce site, a blog, giveaway, email marketing, a t-shirt, an app and push notifications, we created a stunning real-life fairytale tea party video complete with floating teapots, tea cups and more.

But there was nothing fairytale-esque about the campaign's results. Ad revenue exceeded expectations, engagement was high and the campaign's effectiveness had CVR's client grinning from ear to ear.