

# C V R

<b>Date:</b>	05.14.24	<input type="checkbox"/> For Client Approval	<b>COPY Video</b>
<b>Client:</b>	CVR	<input type="checkbox"/> Approved Copy	
<b>Job #:</b>	13244 01	<input type="checkbox"/> As Produced Copy	
<b>Description:</b>	13244 2024 AMIN Globey Submission Video Script v1	<input type="checkbox"/> Union	
		Date:	
<b>Video</b>		<b>Audio</b>	
Possible	1	Harney & Sons Fine Teas,	
visuals:	2	a third-generation, family	
Harney	3	owned tea company	
logo, Disney	4	based in New York state,	
product	5	is no Mickey Mouse	
shots.	6	operation...except, that	
	7	is, when they collaborate	
	8	with Disney.	
	9		
Transition to	10	Our previous success in	
Alice visuals.	11	working with Harney on	
	12	promoting	
	13	Disney-themed teas led	
	14	us down a new	
	15	marketing rabbit hole	
	16	with Harney & Disney,	
Quick fly-in	17	creating a campaign to	
copy:	18	promote new Alice in	
CVR	19	Wonderland & Mad	
created	20	Hatter teas.	
unique	21		
content for	22	Employing a DRINK ME	
OOH, paid +	23	marketing strategy	

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organic	24	designed to make our
social	25	audience curiouser and
media	26	curiouser, CVR brewed
E-commerc	27	up a magical tea party
e site	28	any respectable
content	29	Dormouse, March Hare,
Video	30	Mad Hatter and Alice
Blog	31	herself would love to join.
Email	32	The magical fairytale
Giveaway	33	setting drew customers
T-shirt, app,	34	in, and soon, our
push	35	audience was mad for
notifications	36	these new teas too.
The result?	37	
<b>We raised</b>	38	
<b>sales by</b>	39	
<b>more than a</b>	40	
<b>hare.</b>	41	
	42	
[HERE'S	43	
WHERE	44	
WE'RE	45	Harney & Sons has a
GOING TO	46	saying: only drink teas
NEED SOME	47	that make you smile.
TYPE OF	48	When it came to the
ANIMATED	49	Wonderland campaign,
CHART TO	50	the sales and
SHOW THESE	51	engagement outcomes
STATS, NOT	52	left our client acting just
HAVE ALL	53	like the Cheshire Cat:

THESE WORDS ON SCREEN] Wonderland campaign increased traffic to the Disney Collection page on harney.com by 166% Organic social posts earned 307% more impressions than the average Harney & Sons organic social post And they earned more impressions than any of Harney's	54	grinning from ear to ear.  Which every marketing agency knows is always better than hearing "Off with their heads!"
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2023 social content Organic social posts earned 613% more engagemen ts than the average Harney social post Average Order Value from campaign ads grew 13%		
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