

<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 visuals: Harney logo, Disney product shots.		1    Harney & Sons Fine Teas, 2    a third-generation, family 3    owned tea company 4    based in New York state, 5    is no Mickey Mouse 6    operation...except, that 7    is, when they collaborate 8    with Disney. 9	
Transition to Alice visuals.		10   Our previous success in 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, 17   creating a campaign to 18   promote new Alice in 19   Wonderland & Mad 20   Hatter teas.	
Quick fly-in copy: CVR created unique content for OOH, paid +		21 22   Employing a DRINK ME 23   marketing strategy	



# C V R

organic	24	designed to make our
social	25	audience curiouser and
media	26	curiouser, CVR brewed
E-commerce	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]	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 engagements than the average Harney social post Average Order Value from campaign ads grew 13%		
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