

C V R



Schitt's Creek Campaign Copy

Organic Social Media

- [Wednesday, December 4 – Campaign Teaser](#)
- [Friday, December 6 – Schitt's Creek Launch Video](#)
- [Monday, December 9 – Character Quotes](#)
- [Wednesday, December 11 – "Just Write it Off" Giveaway](#)

Email

- [Wednesday, December 4 – Teaser Content Block](#)
- [Sunday, December 8 – Campaign Launch Email](#)
- [Wednesday, December 11 – "Just Write it Off" Giveaway Email](#)

Paid Social

- [1. Static Image: Rose Apothecary](#)
- [2. Static Image: Twyla's Tropical Green](#)
- [3. Static Image: Continental Breakfast](#)
- [4. Static Carousel: Rose Apothecary, Tropical Green, Continental Breakfast](#)
- [5. Video: Launch Video](#)

Website

Woobox

- [Visual: Woobox Link](#)
- [Terms & Conditions](#)

C V R



Organic Social Media

Wednesday, December 4 – **Campaign Teaser**

Story

Visual: [Harney Schitt's Creek Organic Stories](#)

Facebook

Visual: [Teaser Static](#)

📞 “Gossip is the devil's telephone. It's best to just hang up.” But if something's true, it's not gossip, is it? Stay on the line for some big news, bébés.

Instagram

Visual: [Teaser Static](#)

Get ready to fold in the cheese...new tea "recipes" are coming soon!

Friday, December 6 – **Schitt's Creek Launch Video**

Story

Visual: [Launch Stories](#)

Facebook

Visual: [Launch Video](#)

Introducing our new Schitt's Creek Collection! Don't worry, this isn't Les Mis – we didn't just make one tea, we made three! Shop now for these new must-haves at [\[insert link\]](#).

Instagram

Visual: [Launch Video](#)

Some might say creating a Schitt's Creek Collection of teas was impulsive, capricious, and melodramatic. But it certainly wasn't wrong! Introducing our newest – not “ewwest” – line of teas. Shop now at the link in bio.

Pinterest



Visual: [Launch Video](#)

Title: Schitt's Creek Teas

Description: Harney & Sons Fine Teas is excited to introduce its newest line of teas, the Schitt's Creek Collection. A must-have for fans of the iconic series, the Collection includes three blends: Rosebud Motel Continental Breakfast, Café Tropical Tropical Green, and Rose Apothecary Botanical Blend. Remember, there's nothing wrong with treating yourself, dear!

YouTube

Visual: [Launch Video](#)

Title: Schitt's Creek Teas

Description: Harney & Sons Fine Teas is excited to introduce its newest line of teas, the Schitt's Creek Collection. A must-have for fans of the iconic series, the Collection includes three blends: Rosebud Motel Continental Breakfast, Café Tropical Tropical Green, and Rose Apothecary Botanical Blend. Remember, there's nothing wrong with treating yourself, dear! Shop now at [\[insert link\]](#).

Monday, December 9 – **Character Quotes**

Facebook

Visual: [Character Quotes Carousel](#)

The Roses have weighed in on our new Schitt's Creek teas, now it's your turn! Order and start sipping now at [\[insert link\]](#).

Instagram

Visual: [Character Quotes Carousel](#)

Now that we know what the Roses think of our new Schitt's Creek teas, time for you to try them – trust us, they're way better than Herb Ertlinger's wines! Order now at the link in bio.

Wednesday, December 11 – **"Just Write it Off" Giveaway**

Story

C V R



Visual: [Giveaway Stories | 1-3](#)

Facebook

Visual: [Giveaway Static | 4](#)

✍️ 💰 Time to get excited about our Schitt's Creek "Just Write It Off" Giveaway! Just like David Rose, you know how it goes: you buy something, and then you "just write it off and let the write-off people pay for it!" 💡 Here's what you could win:

1. Schitt's Creek Gift Set – all 3 teas in the Collection
2. Harney x Schitt's Creek limited edition keychain
3. \$100 Harney gift card

Spend \$40 or more (but remember, "you can just write it off!")* on [Harney.com](#), and you're automatically entered to win!

**Note that you can't actually write your purchase off, David Rose just thinks you can.*

This giveaway ends at 11:59PM on Wednesday, December 18, 2024. Three (3) winners will be selected. Winners will be contacted via DM or email after December 19, 2024. Good luck! Terms & Conditions and alternate entry method: [woobox.com/snpu8o/rules](#).

Instagram

Visual: [Giveaway Static | 4](#)

✍️ 💰 Time to get excited about our Schitt's Creek "Just Write It Off" Giveaway! Just like David Rose, you know how it goes: you buy something, and then you "just write it off and let the write-off people pay for it!" 💡 Here's what you could win:

1. Schitt's Creek Gift Set – all 3 teas in the Collection
2. Harney x Schitt's Creek limited edition keychain
3. \$100 Harney gift card

Spend \$40 or more (but remember, "you can just write it off!")* on [Harney.com](#), and you're automatically entered to win!

**Note that you can't actually write your purchase off, David Rose just thinks you can.*

C V R



This giveaway ends at 11:59PM on Wednesday, December 18, 2024. Three (3) winners will be selected. Winners will be contacted via DM or email after December 19, 2024. Good luck! Terms & Conditions and alternate entry method at the link in bio.

Email

Wednesday, December 4 – **Teaser Content Block**

Visual: [Teaser Email | 1](#)

Get ready to treat yourselves. Stay tuned, bébés!

Sunday, December 8 – **Campaign Launch Email**

Visual: [Launch Email | 2](#)

Subject: 🎉 Schitt's Creek fans, time to fold in the cheese, bébés!

Preheader: Introducing our newest collection (hint: we love this journey for you!)

Title: The Schitt's Creek Collection

Copy:

Because we agree with Moira Rose that there is nothing wrong with treating yourself, we're introducing the Schitt's Creek Collection! Inspired by the iconic TV series featuring the Rose family and residents of Schitt's Creek – where "Everyone fits in!" – we've created three special teas that no Schitt's Creek fan will want to be without (and no one else, for that matter!). After all, there is nothing wrong with asking for what you deserve!

CTA: SHOP THE COLLECTION

The Schitt's Creek Collection features three teas that represent beloved series landmarks.

Rosebud Motel Continental Breakfast

C V R



This black tea with cinnamon, caramel, and vanilla flavors is the perfect representation of Johnny's cinnamon rolls made fresh for the guests – or whoever got to them first – every morning at the Motel.

CTA: BUY NOW

Rose Apothecary Botanical Blend

A blend truly suited for the shelves of David and Patrick's store, you'll enjoy the wellness elements of this herbal tea with lemon balm, chamomile, spearmint, and lavender. Whether you call it pretentious or timeless is up to you (but we hope the latter!).

CTA: BUY NOW

Café Tropical Tropical Green

It's not Twyla's Meadow Harvest Smoothie, but it's as close as we could come since Twy made up the ingredients every day! Channel your inner Twyla with this green tea, flavored with mango, orange, coconut, and pineapple.

CTA: BUY NOW

We have handcrafted these teas with care for all Schitt's Creek fans. Enjoy, bébés!

CTA: SHOP THE COLLECTION

Wednesday, December 11 – **Giveaway Email**

Visual: [Giveaway Email | 3](#)

Subject:  Enter the "Just Write It Off" Giveaway!

Preheader: Welcome to Harney x Schitt's Creek, where everyone fits in!

C V R



Title: "Just Write It Off" Giveaway

Copy:

Get ready to be dazzled by our "Just Write It Off" Schitt's Creek Giveaway! Inspired by David telling Johnny when you want to buy something, you just "write it off," and then the "write it off people" pay for it, our Giveaway is filled with items we're sure the IRS will reimburse you for 😊!*

**Note that you can't actually write your purchase off, David Rose just thinks you can.*

CTA: SHOP NOW

What You Can Win!

Three winners will receive our Schitt's Creek Gift Set containing one tin of each of the Schitt's Creek blends: the Continental Breakfast, the Tropical Green, and the Botanical Blend. They'll also receive a limited edition Harney x Schitt's Creek keychain, and a \$100 Harney & Sons gift card.

It's so easy, only a disgruntled pelican wouldn't enter. There are two ways to enter:

1. Spend \$40 or more (but remember, "you can just write it off!"*) on Harney.com, and you'll be automatically entered
2. Enter via [online form](#)

CTA: SHOP NOW

Three random entries will be selected to win. This giveaway ends at 11:59PM on Wednesday, December 18. Winners will be contacted via DM or email after Thursday, December 19. Good luck, bébés! [Terms & Conditions](#).

CTA: Shop the Collection

Paid Social

1. Static Image: **Rose Apothecary**

- a. Visual: [Rose Apothecary Static | 2](#)
- b. Primary Text
 - i. We can just imagine David & Patrick carrying this lemon balm, chamomile, spearmint, & lavender tea in Rose Apothecary!
- c. Headline
 - i. Schitt's Creek Collection
- d. CTA
 - i. Shop now

2. Static Image: **Twyla's Tropical Green**

- a. Visual: [Tropical Green Static | 3](#)
- b. Primary Text
 - i. Tropical Green is infused with Twyla's sunny demeanor! Enjoy this green tea with Hawaiian flavor.
- c. Headline
 - i. Schitt's Creek Collection
- d. CTA
 - i. Shop now

3. Static Image: **Continental Breakfast**

- a. Visual: [Continental Breakfast | 4](#)
- b. Primary Text
 - i. Check in to the Rosebud Motel with this Continental Breakfast blend, a black tea reminiscent of Johnny's cinnamon rolls.
- c. Headline
 - i. Schitt's Creek Collection
- d. CTA
 - i. Shop now

4. Static Carousel: **Rose Apothecary, Tropical Green, Continental Breakfast**

- a. Visual: [Carousel 1](#)
- b. Primary Text
 - i. A must-have for Schitt's Creek fans, order our new collection of Rose Apothecary, Tropical Green, & Continental Breakfast teas today!
- c. Headline
 - i. New! Limited Edition!
- d. CTA
 - i. Shop now

5. Video: **Launch Video**

- a. Visual: <https://vimeo.com/cvrindy/review/1029403699/b6775fda39>
- b. Primary Text
 - i. A must-have for Schitt's Creek fans, order our new collection of Rosebud Apothecary, Rose Motel, & Café Tropical teas today!
- c. Headline
 - i. New! Limited Edition!
- d. CTA
 - i. Shop now

Website

Visual: [Harney Schitt's Creek Homepage Banner Options](#)

C V R



Woobox

Visual: [Woobox Link](#)

1. [Entry]

Oh bébés! It's as easy as folding in the cheese to enter the Schitt's Creek "Just Write It Off" Giveaway! It's free to enter, but you can still write off the time it takes to fill out the form!

Three lucky entrants could win a Schitt's Creek Gift Set of three teas, a limited edition Harney x Schitt's Creek keychain, and a \$100 Harney gift card. Just complete the entry form below, tell us who you want to binge Schitt's Creek with while sippin' Harney tea, and submit to be entered.

Giveaway closes at 11:59PM EDT on Wednesday, December 18, 2024.

2. [Submitted]

Thank you for entering!

Want to increase your chances of winning? To earn bonus entries, share this giveaway with your friends via the unique URL, Facebook share button or Tweet button below! You will be rewarded an additional entry when someone clicks on your unique URL, your Facebook post or your Tweet (X) and enters too.

Terms & Conditions

Harney & Sons Teas - 2024 Schitt's Creek "Just Write It Off" Giveaway

TERMS & CONDITIONS

These Official Rules contain the terms and conditions that apply to the eligibility to enter, participate, and be awarded a prize in the Schitt's Creek "Just Write It Off" Giveaway ("Giveaway"), which is sponsored by Harney & Sons Fine Teas (the "Sponsor,"



“we,” “us” or “our”). Please read these Official Rules carefully, because by entering, participating, or accepting a prize, you are agreeing to be unconditionally legally bound by all of the terms and conditions contained in these Official Rules. If you violate or fail to comply with any term or condition in these Official Rules, we have the right to disqualify you, and you will forfeit the right to receive any prize. In all matters relating to this Giveaway, the Sponsor has the sole right to exercise complete discretion and judgment, including, without limitation, the administration, operation, and conduct of the Giveaway. All decisions of the Sponsor are and shall be final and binding.

Giveaway Period

The Giveaway starts on Wednesday, December 18, 2024 and ends at 11:59:59 P.M. EDT on Thursday, December 19, 2024 (“Giveaway Period”).

Who Is Eligible?

To be a qualified entrant (“Entrant”), eligible to enter, participate and be awarded a prize, you must be at least 18 years old and a legal resident in the 50 United States of America during the entire Giveaway Period. No employee, director, officer, owner of the Sponsor, nor any of their subsidiaries, affiliates, contractors, agents or members of their immediate families or individuals living in the same household (individually and/or collectively, the “Sponsor Entities”) are eligible. The Entrant will be deemed to be the natural person associated with the social media or email account they used to enter.

How Do You Enter?

This Giveaway's entry methods are included below:

1. Purchase Entry: Spend \$40 or more (but remember, “you can just write it off!”*)
2. Non-Purchase/Form: Enter via online form
3. Giveaway Share: After you have submitted the Entry Form, you can share the giveaway with your friends via the unique URL, Facebook share button or Tweet button that is displayed on the Thank You page after submitting the form. You will be rewarded an additional entry when someone clicks on your unique URL, your Facebook post or your Tweet (X) and enters too.

**The “you can just write it off” language is solely a reference to dialogue from the Schitt's Creek TV show. Your purchase may not actually be written off your taxes unless it is a legitimate business expense.*



You may enter only once via the Entry Form and only once with a qualifying purchase. You can earn up to 25 bonus entries for each person you refer.

How Is the Winner Selected?

After December 19, 2024, the Sponsor or the Sponsor's designated representative will choose three (3) winners (the "Winner," "Winners") from among the eligible entries into the Giveaway. Entries generated by a script, macro or other automated means are prohibited and will be automatically disqualified. Decisions are final in all matters relating to this Giveaway. The Winner will be notified by email or social media direct message ("DM") for further instructions.

If, for any reason, any potential Winner who is awarded a prize is unable or unwilling to accept the prize, does not respond within two (2) days after our first attempt to contact the Entrant (using their Instagram username, Facebook profile or email) or is disqualified or considered ineligible as an Entrant, that potential Winner will forfeit any and all rights under these Official Rules, including, without limitation, any right to receive a prize, and a potential Winner for that prize will be drawn from the remaining pool of eligible Entrants.

What Is the Prize?

Three (3) qualified entrants will win a Schitt's Creek Gift Set that includes three (3) tins of tea, one each of the Rosebud Motel, Café Tropical, and Rose Apothecary blends, a Harney x Schitt's Creek limited edition keychain, and a \$100 Harney & Sons gift card. Total Grand Prize value is approximately \$187.00.

Once the Winners are selected and have accepted, a representative of the Sponsor will contact the Winners on the social media platform where they entered or via email and exchange contact information to receive their prize.

Limitations of Liability & Releases

These Official Rules represent the entire agreement between you and us with respect to the Giveaway and supersede all other promises, understandings, representations, terms and conditions. You agree under no circumstances will we or any Sponsor Entity be liable for any indirect, incidental, consequential, special, exemplary or punitive

C V R



damages of any kind, regardless of the form of action or basis of the claim and regardless of whether or not foreseeable or anyone was notified or aware of the possibility of such damages. In the event we are held liable for any reason for any damages, direct, indirect or otherwise, in connection with the Giveaway, these Official Rules or otherwise, the aggregate limit of our liability shall be \$100 (one hundred dollars). All Entrants release the Sponsor and all the Sponsor Entities and anyone associated with the development and execution of the Giveaway from any and all liability with respect to or in any way arising from this Giveaway, the award, acceptance and/or use of any prize.

Scam Disclaimer

This Giveaway is not a scam. You will never be asked for personal information, including but not limited to your social security number, banking information or personal security details beyond your first and last name, email address and/or mailing address if a prize must be shipped via mail. If you are contacted by any other party besides a member or representative of the Sponsor (socialteam@harneyteas.com, @harneytea on Facebook, @harneytea on Twitter, or @harneytea on Instagram), do not share any personal information with them. You will only be contacted by a member or representative of the Sponsor for any and all Giveaways associated with Harney & Sons Fine Teas.

General

All taxes, fees and surcharges on prizes are the sole responsibility of each individual prize Winner.

Entrants agree that all communications and notifications to Entrants related to this Giveaway, unless otherwise agreed with the Sponsor, may be accomplished over social media DM or email.

Winners have no right to substitute or request cash in lieu of any prizes, however Sponsor reserves the right to substitute prizes of equal or greater value at any time. Prizes are non-transferable, and each Entrant is limited to one (1) prize.

Except where prohibited by law, Entrants consent to the Sponsor, its agencies and representatives use of the name, audiovisual recordings, photographs and State of residence of Entrant, as well as any statements made by Entrant in connection with the

C V R



Giveaway and/or the Sponsor, for advertising and Giveaway purposes without notice or compensation of any kind.

Sponsor is not responsible for entries that are corrupted or received incorrectly or for any problems or malfunction of communications, networks, online or mobile systems, platforms, servers or service providers, equipment, software, email, or any other problems related to or resulting from participating in the Giveaway. Sponsor assumes no responsibility for any technical or human error which may occur in the processing of entries, nor for any error, omission, interruption, deletion, defect, delay in operation or transmission, theft, destruction or unauthorized access to, or alteration of, entries, including lost, late or misdirected entries. Sponsor is not responsible for any Entrant who is determined to be cheating or fraud by any Entrants. Entrants violating or not complying with these Official Rules, engaging in illegal, inappropriate or other activities that disrupt or interfere with the intended operation of this Giveaway or any other Entrant will be disqualified and forfeit any prizes. Any attempt to undermine the legitimate or intended operation of the Giveaway may be a violation of criminal and civil laws, and we reserve the right to seek damages to the fullest extent permitted by law and to report, provide information to and cooperate with law enforcement agents and officials. If, for any reason, the Giveaway is not capable of running as planned, including infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any causes beyond the control of Sponsor which affect the administration, security, fairness, integrity or proper conduct of this Giveaway, Sponsor reserves the right, in its sole discretion, to cancel, terminate, modify or suspend the Giveaway.

Sponsor

The Sponsor of this Giveaway is Harney & Sons Fine Teas, 5723 Route 22 Millerton, NY 12546. You may obtain a list of prize Winners until six months after the conclusion of the Giveaway Period by sending us a request in writing and include a self-addressed, proper postage prepaid envelope in which we can send the list back to you.

Any questions regarding this Giveaway should be directed to Harney Social Team at socialteam@harneyteas.com.

Disclaimer

C V R



The Schitt's Creek "Just Write It Off" Giveaway hosted by Harney & Sons Fine Teas is in no way sponsored, endorsed, administered by or associated with Facebook, Instagram, X or YouTube.