

Wonderland Campaign: Email Copy

Email #1: Teaser (goes in regular Sept 29 email)



Headline: Curious About Our New Collection?

Copy:

Set your watches now for October 6 – that's when two new teas from our Disney Collection are launching! We think these two new blends will have you grinning from ear to ear!

Email #2: Content Block (Oct 6)



Headline: Drink Us! Introducing Our New Wonderland Blends

Copy:

We think you'll love the two newest teas in our Disney Collection. We went down the rabbit hole of inspiration to create our Alice Wonderland Blend and Mad Hatter Wonderland Blend teas, sure to please Disney's Alice in Wonderland and tea fans alike.

Email #3: Dedicated Email (Oct 7)



Subject: 🗝️ ☕ 🍷 🕒 The new Disney Collection Teas Are Here!

Preheader: It's time for two new teas and a giveaway.

Copy:

When you must have a cup of tea, reach for our new Disney Collection blends, Alice and Mad Hatter! Our latest collaboration with Disney, Alice and Mad Hatter, were, of course, inspired by the classic characters from the iconic Disney movie.



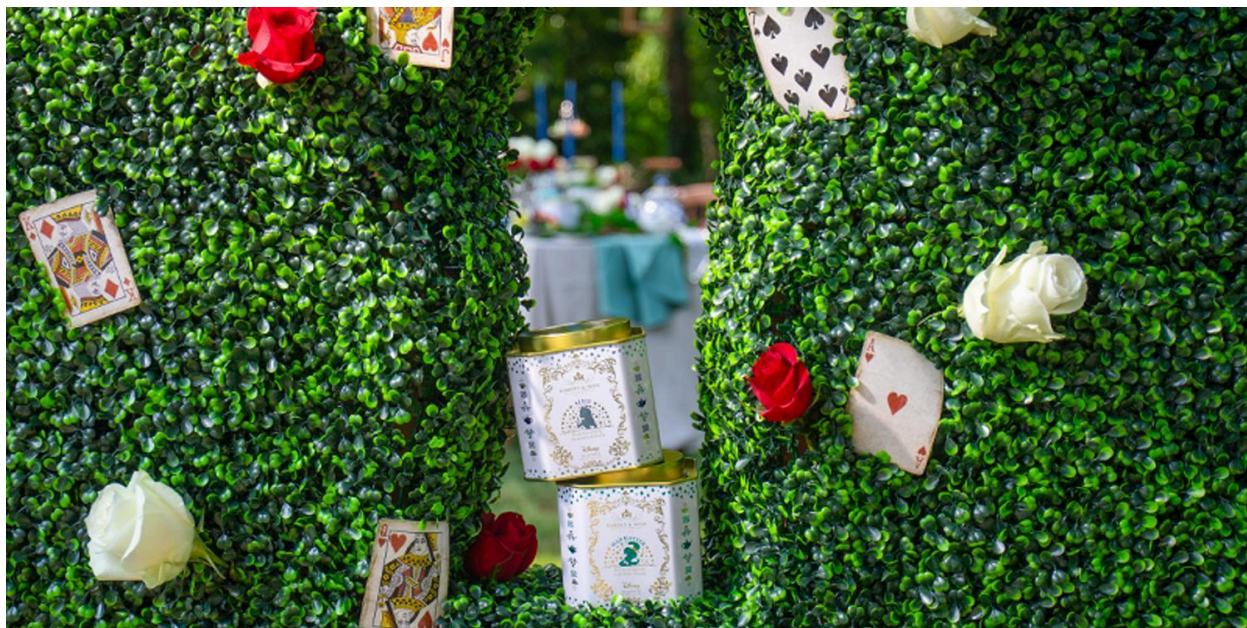
Alice Wonderland Blend: A curiously wonderful tea, this black tea also has silver tips for when you're feeling more refined. We flavored it with strawberry and fig – that's fig, not pig! – and finished it off with some whimsical blue cornflowers reminiscent of Disney's Alice herself.

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Mad Hatter Wonderland Blend: We created our Disney's Mad Hatter blend with a classic Earl Grey, perfect for every madcap tea party, and added Milky Oolong for a creamy, dreamy smoothness. A cup of this won't help you answer ridiculous riddles, but then again...it just might!

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Subhead:
The Wonderland Teas Giveaway

Copy:
Don't miss our Wonderland Teas Giveaway! Three lucky entrants could win everything you need to host a fantastic (or fantastical) tea party: a tin of our Disney Collection Alice Wonderland Blend and Mad Hatter Wonderland Blend teas, 4 Harney & Sons teacups, shortbread cookies,

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honey, jam, sugar cubes, and a MacKenzie-Childs Royal Check tea kettle. It's a prize valued at \$275 that will leave winners grinning from ear to ear like a Cheshire Cat.

There are three ways to enter:

1. Purchase Entry: spend \$40 at harney.com during the giveaway period and be automatically entered.
2. Non-Purchase Entry/Social Media: Follow #harneyteas and like this photo.
 - a. [\[https://www.facebook.com/harneytea/videos/578513294353892/\]](https://www.facebook.com/harneytea/videos/578513294353892/)
 - b. [\[https://www.instagram.com/p/CyD1htmt7e8/\]](https://www.instagram.com/p/CyD1htmt7e8/)
3. Non-Purchase Entry/Form: Enter via our online form: woobox.com/bn7ncd

Don't be late for our important entry date! The Wonderland Teas Giveaway starts appropriately on October 6, 2023, National Mad Hatter Day, and all entries must be submitted by 11:59PM EDT on October 13, 2023. The winners will be notified after October 18, 2023. See our [Terms & Conditions](#).

CTA: Shop Now

Subhead:

Wonderland Teas Party Tips!

Copy:

We've updated our previous National Mad Hatter Day blog [\[https://www.harney.com/blogs/news/national-mad-hatter-day-2023\]](https://www.harney.com/blogs/news/national-mad-hatter-day-2023) for some great trivia to share at your Disney's Alice in Wonderland-inspired tea party, along with tips for throwing a soirée that no one will soon forget, even if they fall down a rabbit hole. Discover perfect Alice in Wonderland character tea pairings and more. Cheers!