

Wonderland Paid Social Copy

**** All ads drive to: harney.com/collections/the-disney-collection

1. Tea Party Video

- a. **Primary Text [115 characters]:** You're invited to our whimsical Disney Collection tea party featuring two new teas inspired by Alice in Wonderland.
- b. **Headline [24 characters]:** Alice & Mad Hatter teas.

2. Alice Tea Static

- a. **Primary Text [122 characters]:** It's hats off, not heads, to our Alice Wonderland Blend tea, a sweet, fruity black tea with silver tips in a keepsake tin.
- b. **Headline [26 characters]:** A new Disney-inspired tea.

3. Mad Hatter Static

- a. **Primary Text [117 characters]:** When you must have a cup of tea, make it our new Mad Hatter Wonderland Blend, an Earl Grey & Milky Oolong creamy sip.
- b. **Headline [23 characters]:** A new Disney tea blend.

4. Carousel

- a. **Primary Text [125 characters]:** Drink us! The key to a fun tea party with friends is drinking our new Disney Collection teas inspired by Alice in Wonderland.
- b. **Headlines:**
 - i. Alice Wonderland Blend
 - ii. Mad Hatter Wonderland Blend
 - iii. Unique teas, keepsake tins
 - iv. Always free shipping

5. Pinterest

- a. **Title:** Two New Disney Collection Teas
- b. **Description:** Our latest tea blends from our partnership with Disney are Alice Wonderland Blend and Mad Hatter Wonderland Blend, both teas inspired by the iconic Alice in Wonderland characters. Alice is a black tea with silver tips featuring strawberry, fig, and blue cornflowers. Mad

C V R



Hatter is a classic Earl Grey, perfect for every madcap tea party, and added Milky Oolong for a creamy, dreamy smoothness.