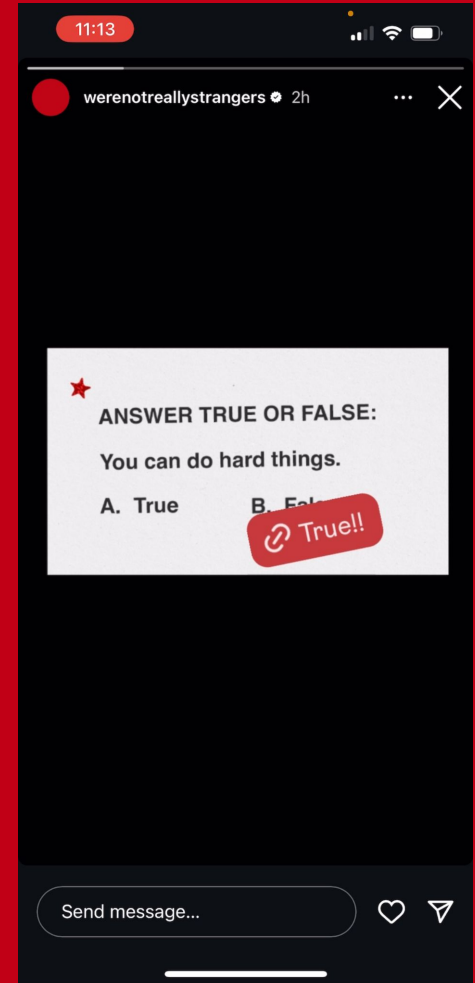
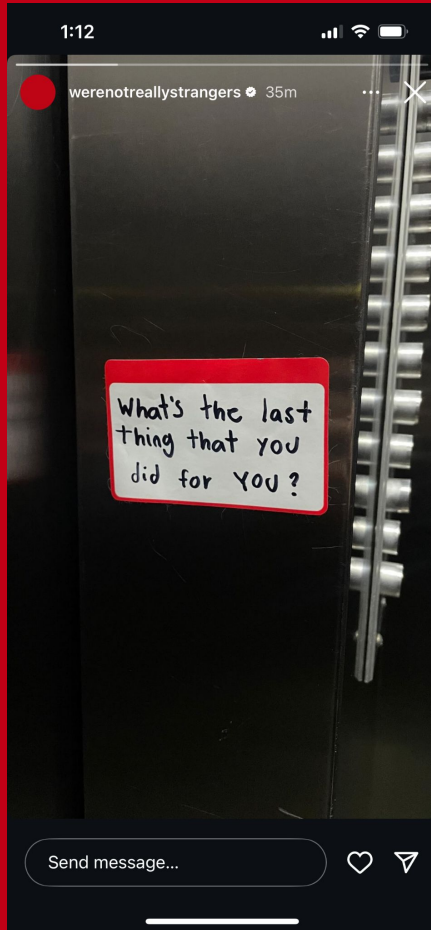
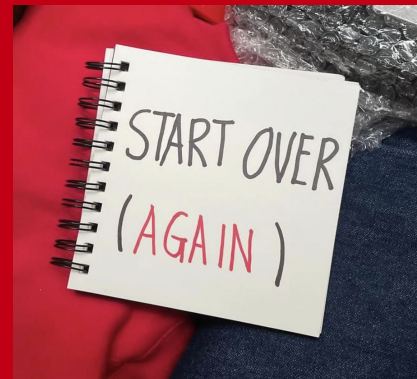
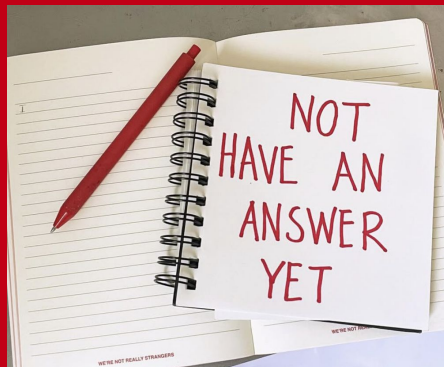
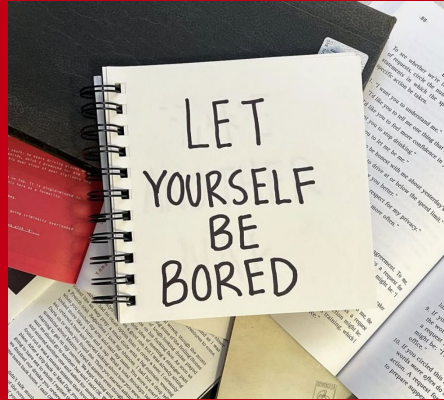


We're Not Really Strangers portfolio



social media copy




social media copy





innovative email marketing:

the good news is that you don't
always need to know what to
say  Inbox 





We're Not Really Strang... Sep 13
to me  



or what to ask

there's someone u haven't
spent quality time with in a
while  Inbox 





We're Not Really Strang... Aug 29
to me  

yourself

i'm sorry but someone has to
say it  Inbox 



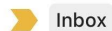
We're Not Really Strang... May 30
to me  

some ppl think that self care is just
doing whatever you want to do, but
it's much more than that

(links led to product
and collection pages)

abandoned
cart email:

a message from your past self



We're Not Reall... Sep 17

[Unsubscribe](#)



to me ▾

WE'RE NOT REALLY STRANGERS

your past self was curious about this...

[how do you feel about it now?](#)



We're Not Really Strangers Card Game

\$25.00

take me back




email newsletter
copy:

summer plans can be as simple as
sharing a blanket outside or sharing
a couch where there's air
conditioning



interactive “value” emails

answer this honestly  Inbox 



 We're Not Really Strangers Jun 6  
to me ▾

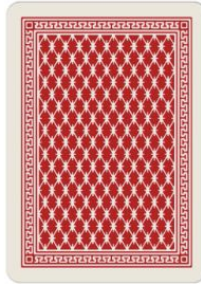
i'm in love with

who they are

their potential

pick a card  Inbox

 We're Not Really Strangers Jun 21 
to me ▾



pick one

Inbox

easy answer

honest answer

links led to personalized landing pages featuring products

Amazon asset copy

Go beyond “how was school?”



Love grows when you keep asking.



What's inside

- 50 questions and wildcards
- 3 carefully crafted levels
- Answers to everything you're curious about

merch & packaging copy



product page copy:



YOUR ANXIETY IS LYING TO YOU SOCKS

\$18.00

Earn **18 points** for this product. [Log in or sign up](#)

try not to overthink the little stuff, like what socks to wear :)



SELF-REFLECTION KIT

★★★★★ 483 reviews

\$25.00

Earn **25 points** for this product. [Log in or sign up](#)

if you're wondering "how did I get here??" or "why am I like this???" use this kit to help you find out.



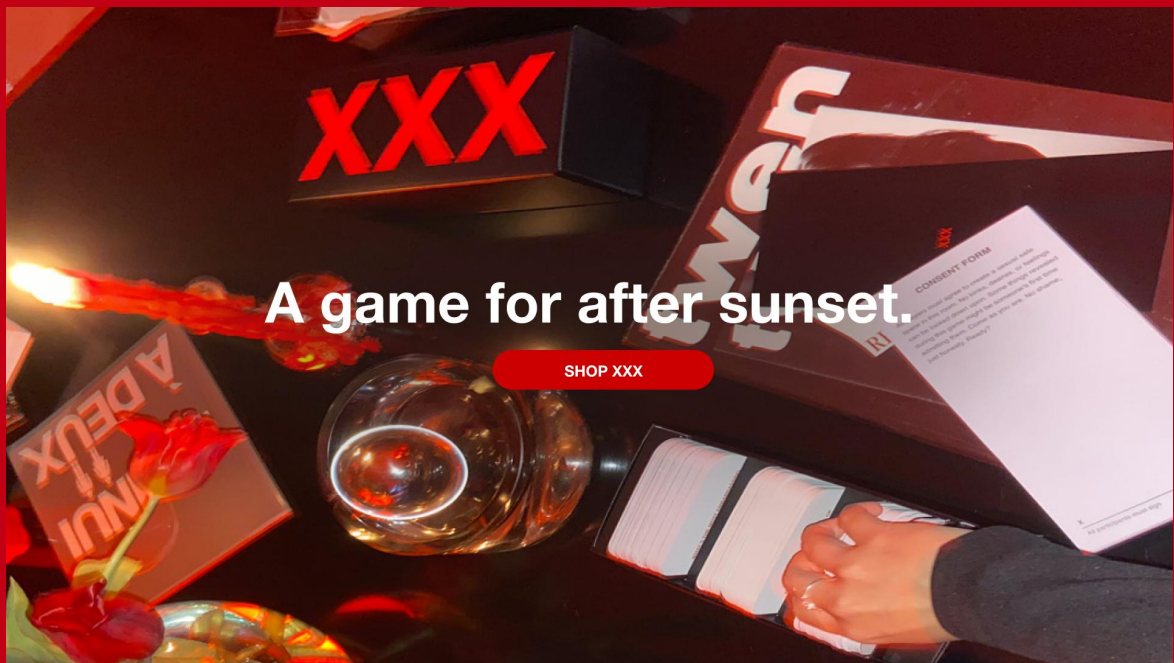
THE ALL IN BUNDLE

~~\$50.00~~ **\$40.00** Save 20%

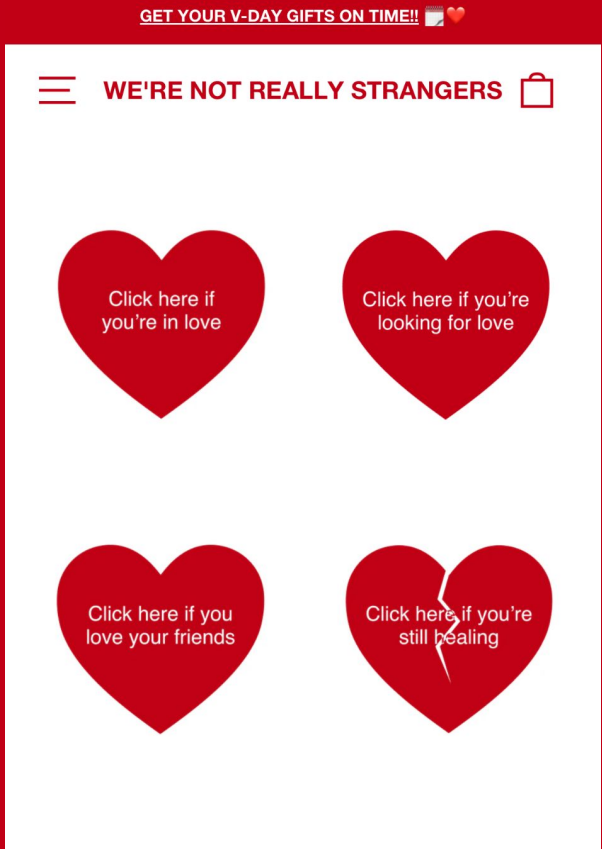
Earn **40 points** for this product. [Log in or sign up](#)

The best part of being "all in"? Feeling like you're home when you're with them. Use the scratch off cards in my 365 game for a meaningful daily check-in and play my Couples Edition whenever you want to reflect on where you've been together and imagine where you're going.

interactive website copy



(links led to landing pages featuring related products)



promotional copy

WE'RE NOT REALLY STRANGERS

SHOP

INFO

CLOSE FRIENDS

FOR YOU

SEARCH

ACCOUNT

CART 

You're ready for new things.

Everything you need for your next chapter is 20% off.

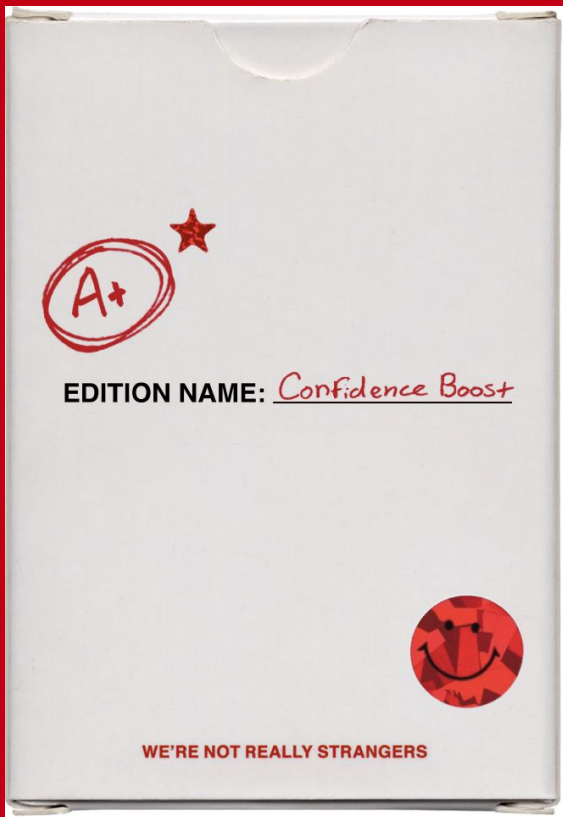
[terms & conditions](#)

reminder: my 20% off sale ends today

Inbox

if u like to give gifts to people you love,
that list should include yourself too<3

special projects + product development



DESCRIBE A TIME WHEN
SOMETHING UNEXPECTEDLY
WORKED OUT FOR YOU.

WE'RE NOT REALLY STRANGERS
CONFIDENCE BOOST EDITION

WHAT'S SOMETHING THAT
YOU USED TO FEEL INSECURE
ABOUT, BUT DON'T ANYMORE?

WE'RE NOT REALLY STRANGERS
CONFIDENCE BOOST EDITION