



AVIVA CAMPBELL

Copywriting, Digital Marketing
& Brand Management

Holistic Holiday at Home & Sea Brands

Social Media Advertising, Digital Marketing Strategy & Copywriting

One of my long-standing clients, Holistic Holiday at Sea, offers vegan cruises with a global reputation for providing immersive education on plant-based nutrition. Every year, thousands of people attend the signature cruise program that features internationally-renowned speakers, researchers, and doctors at the front lines of holistic health.

I've been involved with the company's content marketing since 2016 and provide SEO-informed copywriting, social media and email strategies, public relations, and advertising services. When the COVID pandemic became a global crisis early in 2020, "business as usual" was disrupted. Cruise operations halted, and my client's business model was suddenly unachievable.

In weeks, I devised a new business model to keep the company above water and proposed adding virtual experiences to the brand's offerings. I developed an in-depth plan for an online summit, "Holistic Holiday at Home," that featured 34 experts worldwide. Utilizing my extensive experience in digital event and partnership marketing and my knowledge of the brand's assets and strengths, I conceptualized and led an event promotional strategy.

Tactics for the event's digital marketing and B2B partnership blueprint included:

- Writing, designing, and publishing 59 landing pages
- Sending 105+ marketing email campaigns
- Working with videographers and event personnel to script, produce, and edit 77 videos
- Creating 44 organic Facebook & Instagram posts
- Targeting new audiences through 10 paid social media campaigns
- Writing five blogs promoting the week-long event
- Activating 53 marketing partnerships with vegan influencers and multinational organizations like Forks Over Knives, Food Revolution Network, PMRI.org, PCRM.org, and PETA

- Producing 100+ digital and print assets

The strategy was successful. Fifty-six thousand people purchased tickets to the event. Post-summit analysis revealed an email list increase of 85% with over 45,000 new subscribers; the webpage registered 550,000 unique page views. The company generated profit, nurtured relationships with customers, increased its reach and awareness, and forged new strategic alliances that will serve its growth long into the future.

A. Messaging Excerpts for Holistic Holiday at Home Event Promotions

Meet Dr. Dean Ornish, Ocean Robbins, Dr. Kim Williams and other Plant-Based Experts Joining Us For Holistic Holiday at Home

JUNE 9, 2020



If you've experienced Holistic Holiday at Sea, you know that the opportunity to hear directly from the rockstars of the plant-based movement has always been a highlight of the cruise. If you join our Holistic Holiday at Home virtual experience, you will have the opportunity to learn from familiar favorites as well as from a [...]

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Fitness and Mindfulness Classes During Holistic Holiday at Home

JUNE 16, 2020



During our Holistic Holiday at Home virtual experience, you'll have the opportunity to engage in multiple fitness and mindfulness classes each day. Join us July 26-August 1 for an online journey to optimal health and wellness with the leading plant-based experts, for 7 days of learning, inspiration, and connection, all from the comfort of your [...]

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The Reading List for the Holistic Holiday at Home Book Club: Get Prepared to Meet Your Favorite Plant-Based Authors

JULY 7, 2020



Knowledge is power. To help empower you to achieve your goals for health, weight loss, and healing during Holistic Holiday at Home, we are bringing you the authors of some of the most important books about the plant-based lifestyle available today. You are invited to join our virtual plant-based book club to learn about the [...]

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Get Cooking with the Forks Meal Planner & Plant-Based Cookbook Stars

JUNE 22, 2020



On our annual vegan cruise we serve beautiful, scratch-made meals from renowned chefs and feature cooking classes with best-selling, plant-based cookbook authors. With our new virtual event, Holistic Holiday at Home, July 26-August 1, we can't serve you meals directly but we can do the next best thing! Register now and you'll receive a free [...]

B. Facebook Ad Promoting Holistic Holiday at Home

Holistic Holiday at Sea - Vegan Cruise
Sponsored (demo) · 🌐

Nourish your mind and body—for free! Join the over 40,000 people already registered. Register NOW for a free pass to Holistic Holiday at Home, the hottest virtual wellness event of the summer, from July 26 to August 1. Featuring a line-up of world-renowned health experts including Dr. Greger, Dr. Esselstyn, Dr. Campbell, and many more leading plant-based doctors, nutritionists, and athletes. Embark on this 7-day, inspirational journey of live discussion, cooking classes,... [See More](#)

Holistic HOLIDAY AT HOME
Free, Virtual Content, 30+ Health Lectures, Fitness Classes, & Cooking Demos
JULY 26 - AUG 1
OVER 40,000 HAVE ALREADY SIGNED UP!

VIRTUAL.HOLISTICHOLIDAYATSEA.COM
Holistic Holiday at Home - 7 Days, 40+ Speakers, 40+ Classes, and more... [Sign Up](#)

👍❤️ 294 13 Comments 93 Shares

C. Holistic Holiday at Sea Blog Post (Published in 2018)

The Best Vegan and Plant-based Gifts for the Holidays

Looking to spread the vegan cheer this Christmas season?

Enjoy these eight lovely gift ideas in support of healthy, compassionate living.

The holiday season can be fraught with anxiety; questions like “what should I get my sister?” and “how can I stay healthy this time of year?” are common; luckily, finding meaning and balance is easier than you think. Shower your loved ones with the gift of a healthful 2019, with presents ranging from unique culinary gadgets to books and magazines to the best in organic skincare products! Here’s a round-up of our favorites.

1. **Cookbooks with Substance**

We're big fans of cookbooks that delve into the proven benefits of plant-based eating. A growing collection offers concise, science-driven, educational chapters interspersed with delicious, healthy recipes and meal planning tools that are easy to digest (literally). The roster of Holistic Holiday at Sea presenters includes several best-selling cookbook authors. We highly recommend Rip Esselstyn's *The Engine 2 Diet*, which made *The New York Times Best Seller List* and was endorsed by famous brands and people alike, including former Chicago mayor Rahm Emanuel and Whole Foods Markets. Couple it with Rip's follow-up book, *The Engine 2 Seven-Day Rescue Diet*, for a sweet yet healthful present.

2. **Vegan, Organic Wine from Frey Vineyards**

Frey Vineyards offers artisan wines from their Northern California vineyards. All of these award-winning wines are organic and vegan. They're easy to order and will impress your wine mavens!

3. **Saladmaster Cooking System**

If your gift recipient is ready to optimize their health, Saladmaster's exceptional stainless steel cookware is a practical gift. The time-proven, innovative cooking system creates incredible, plant-based meals without oil or the danger of overheating food. The technology maintains optimal amounts of vitamins and nutrients, and your loved one will glow inside and out.

4. **Essential Oils from EO**

Pure essential oils can be blissful, medicinal, and replace traditional perfumes containing harmful, artificial ingredients. EO has a legacy of crafting the highest quality, plant-based body care products with essential oils, including sanitizers, deodorants, moisturizers, facial products, and perfumes. If you're shopping for someone with sensitive skin, EO's range will delight without agitation.

5. **Vitamix**

There's no better tool for diving head-first into a healthy, plant-based lifestyle than a Vitamix! From smoothies to soups to sauces, the Vitamix is so much more than a blender; revolutionize your friend or loved one's kitchen with the gift of this iconic blender.

6. **Magazine Subscriptions**

Your new and long-time vegan loved ones will be delighted to receive a subscription to magazines like *Thrive*, *Origin*, *Vegetarian Journal*, or *VegNews!*

Help them stay on top of their plant-based game, discover new recipes, and share excitement for the vegan lifestyle.

7. Books, Foods, and Tools in Support of the Macrobiotic Lifestyle

For friends and loved ones intrigued by macrobiotic principles and concepts, we recommend HHAS presenter Jessica Porter's [*The Hip Chick's Guide to Macrobiotics*](#), written with humor and packed with great information and recipes. Couple the book with a sampling of traditional Japanese macrobiotic foods such as miso, umeboshi, maitake mushrooms, or seaweed to expand culinary horizons. Many healing macrobiotic foods can be found in "healthy" supermarkets or ordered directly from HHAS sponsorship partners [Great Eastern Sun](#), [Gold Mine Natural Foods](#), or [Eden Foods](#). These companies have been responsible for introducing healing foods in the Zen Buddhist tradition of macrobiotics to the American masses in recent decades.

8. Artisan Body Products

Select safe and natural products from trusted brands like [Goddess Gardens](#) for non-toxic skincare. Check out [South of France](#) for unique soaps and handwashes, and discover rose water and oil-based serums, creams, and sprays by [Rosense](#).

Ready, set, shop! Who knew Santa could be so health conscious? 😊🌲