

Celebrate Pride

CAMPAIGN STORY

Created for Pride Month, Celebrate Pride with BroadwayHD honored the LGBTQ+ artists, characters, writers, and directors who have shaped theatre. The campaign celebrated BroadwayHD's diverse catalog while reinforcing the platform's commitment to inclusivity and representation.

APPROACH

Designed an integrated campaign across social media, programmatic display, and video, introducing a refreshed visual direction featuring vibrant gradients, expressive typography, and a minimalist aesthetic. The creative highlighted iconic productions and voices from across the theatre community through bold, contemporary storytelling.

RESULTS

The campaign successfully expanded BroadwayHD's evolving brand identity while delivering strong audience engagement. Programmatic display achieved a 0.21% CTR, reinforcing the effectiveness of the refreshed creative approach and increasing visibility during Pride Month.



