

Summer Camp

CAMPAIGN STORY

A playful seasonal campaign that embraced the double meaning of “camp” through both summer nostalgia and the theatrical spirit of Broadway. Featuring some of BroadwayHD’s boldest and most unconventional titles, the campaign blended recognizable favorites with lesser-known productions to attract new audiences and encourage discovery.

APPROACH

Inspired by nostalgic summer camp visuals and cheeky theatrical humor, the campaign paired playful messaging with vibrant imagery and seasonal urgency. Creative focused on positioning BroadwayHD as an easy, entertaining companion for summer downtime, travel, and everyday viewing moments rather than simply promoting a content library.

RESULTS

Seasonal, lifestyle-focused messaging resonated strongly with audiences, helping position BroadwayHD as a fun and accessible streaming experience. The campaign maintained an average ~0.60% CTR across formats, with the camp-inspired concept proving especially effective at driving engagement at scale.



