

10th Anniversary Celebration

CAMPAIGN STORY

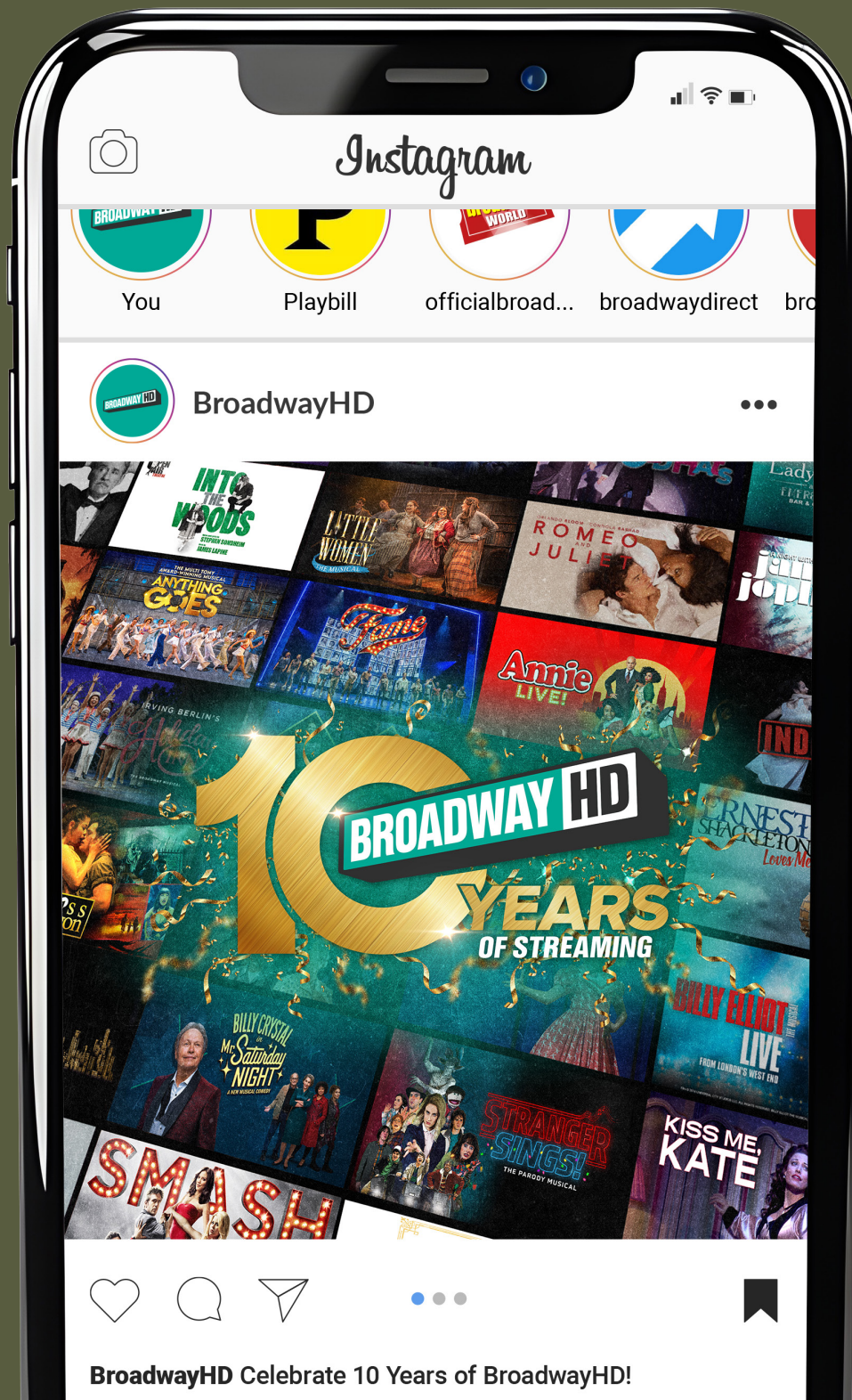
BroadwayHD's 10th Anniversary campaign was a year-long initiative celebrating a decade of streaming theater. Spanning four campaign flights, the work unified messaging and elevated the brand across digital, print, social, and out-of-home channels.

APPROACH

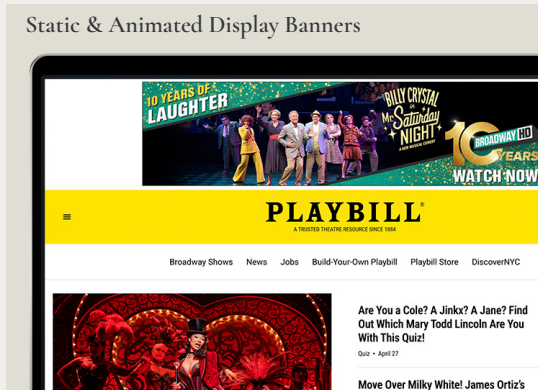
Built around a bold "10" motif, the campaign established a flexible visual identity and scalable template system used across all executions. Creative direction extended across banner ads, video, social content, print collateral, promotional materials, and a marquee animation featured at the Palace Theatre in Times Square.

RESULTS

The campaign delivered strong engagement across all phases. The Winter launch achieved more than double the CTR of the 2024 Q1 Evergreen campaign, while the Spring iteration drove 36% more conversions and a 358% CTR increase over launch. The Summer campaign scaled to 1.12M impressions with consistently strong engagement, and the Fall phase sustained momentum with emotionally driven, genre-specific creative.



Static & Animated Display Banners



Logo Design & Animation

Paid Social



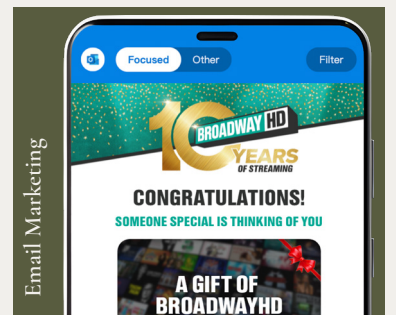
Print Ads



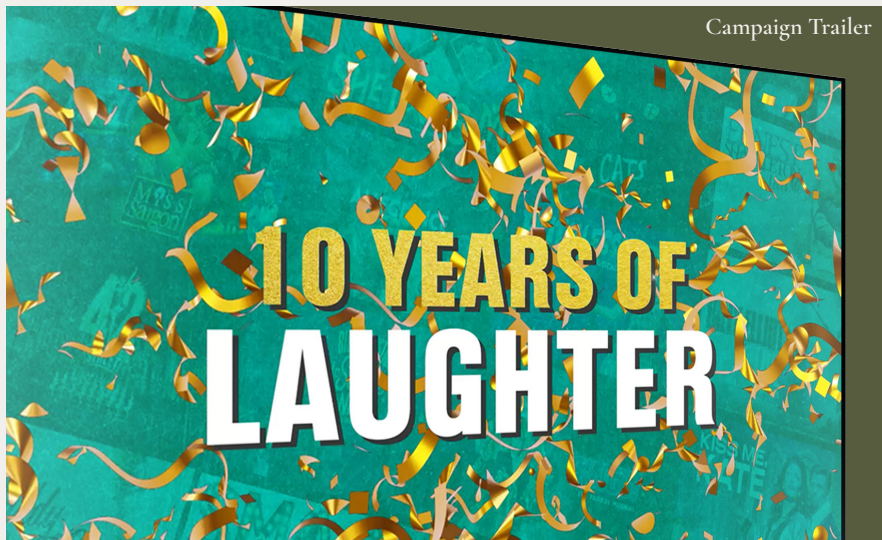
Website Takeover



Email Marketing



Campaign Trailer



Times Square Theater Marquee