

BroadwayHD Says Hello

CAMPAIGN STORY

BroadwayHD Says Hello introduced a refreshed brand aesthetic while showcasing the platform's most popular titles. The campaign marked the beginning of a vintage-modern creative direction, blending nostalgic Broadway influences with contemporary design.

APPROACH

Developed an integrated campaign across social media, programmatic display, video, and OOH, featuring a refined color palette, expressive typography, and subtle motion design to capture attention across digital touchpoints. The creative system showcased BroadwayHD's most popular productions while establishing a scalable visual language that balanced timeless Broadway elegance with a fresh, modern personality.

RESULTS

The campaign became the Quarter's highest-performing initiative, generating 240% more sign-ups than the next best-performing campaign of the quarter. Programmatic display banners delivered the highest click-through rates and conversion volume, while strong engagement throughout the campaign's limited run validated both the refreshed creative direction and the effectiveness of the new brand aesthetic.



