

Give Mom the Best Seat in the House

CAMPAIGN STORY

Created for Mother's Day, Give Mom the Best Seat in the House celebrated the stories that bring families together, positioning BroadwayHD as a meaningful gift filled with heartfelt performances that can be enjoyed anytime, anywhere.

APPROACH

Developed an integrated campaign across social media, programmatic display, and video, evolving the brand through photography-led creative and expressive typographic treatments. The campaign showcased the many ways audiences can experience BroadwayHD—whether watching solo, together as a family, or sharing the gift of theatre.

RESULTS

The campaign further evolved BroadwayHD's modern visual identity, reinforcing a lifestyle-driven approach that highlighted the platform's flexibility, emotional storytelling, and value as a thoughtful Mother's Day gift.



