

Watch Your Way with BroadwayHD

CAMPAIGN STORY

Created as a summer evergreen campaign, Watch Your Way positioned BroadwayHD as the perfect companion wherever summer takes you—from camping trips and park days to vacations and weekend getaways. The campaign highlighted the freedom to enjoy Broadway anytime, on any device.

APPROACH

Developed an integrated campaign across social media, programmatic display, and video, using lifestyle photography and clean typographic treatments to showcase unexpected viewing moments beyond the living room. The creative reinforced BroadwayHD's flexibility while continuing the brand's modern, photography-led visual evolution.

RESULTS

The campaign expanded BroadwayHD's evergreen messaging by emphasizing convenience, accessibility, and cross-device viewing, strengthening the platform's position as an entertainment destination that fits seamlessly into everyday life.



