

Holidays Start with BroadwayHD

CAMPAIGN STORY

BroadwayHD's annual holiday campaign positioned the platform as the perfect gift for theatre lovers, using playful holiday copy and an emotion-led message centered on connection, comfort, and shared experiences.

APPROACH

Developed an integrated campaign across social media, programmatic display, video, Performance Max, and OOH, combining playful holiday messaging with animated creative, creator partnerships, and testimonial storytelling. Motion became a key creative differentiator, while the campaign also marked BroadwayHD's first successful use of PMax to expand reach and drive conversions.

RESULTS

The campaign became BroadwayHD's highest-performing campaign to date, generating 2.6M+ impressions, 3,843 clicks, and a 0.53% CTR. It delivered 850+ conversions, with animated assets achieving nearly 2x higher CTR than static creative. Creator content and Performance Max drove 790 conversions, validating motion-based storytelling and establishing PMax as a high-performing acquisition channel for the brand.



