

Awards Season Celebration

CAMPAIGN STORY

An annual campaign celebrating Tony Awards season by showcasing BroadwayHD's collection of award-winning productions, positioning the platform as the destination for Broadway's most celebrated performances.

APPROACH

The campaign embraced the elevated tone of awards season through a refined visual direction that departed from the standard brand palette. Rich gold accents, radiant bursts, and minimalist typography created a cinematic, celebratory aesthetic inspired by the glamour of the Tonys. The streamlined design system allowed bold messaging and visuals to take center stage across digital placements.

RESULTS

The campaign exceeded expectations, driving a 650% increase in CTR over the previous awards campaign. Across several weeks, it generated more than 1 million impressions, with display banners achieving a standout 2.39% CTR — far above the year-over-year average of 0.28%. The campaign increased visibility, engagement, and audience reach for BroadwayHD.



