

Give Mom the Star Treatment

CAMPAIGN STORY

Created for Mother's Day, Give Mom the Star Treatment positioned a BroadwayHD annual subscription as the perfect gift for the leading lady in your life, celebrating moms through a curated collection of beloved Broadway classics.

APPROACH

Developed an integrated campaign across social media, programmatic display, and video, introducing a refreshed visual style with flat-vector illustration, vintage textures, and unexpected colors. This evolving aesthetic established the creative foundation for future BroadwayHD campaigns and the brand's modern visual identity.

RESULTS

The campaign drove a 240% year-over-year increase in sign-ups, demonstrating the strength of both the gifting message and the refreshed creative approach. Despite a 0.06% CTR, it delivered exceptional conversion performance, proving the content resonated strongly with highly qualified audiences.



