

Fallen Angels Livestream Event

CAMPAIGN STORY

Fallen Angels transformed a sold-out Broadway production into an exclusive livestream event for audiences nationwide. The campaign evolved from promoting the one-night event to a two-week encore release, then was refreshed following the production's Tony Award® win to extend engagement and drive continued subscriptions.

APPROACH

With only two weeks to promote the livestream and limited theatrical assets, we created a flexible, multi-phase creative system that combined official key art, production photography, BroadwayHD branding, and custom motion graphics across display, social, video, CTV, Google Performance Max, TikTok, and BroadwayHD's first national TV campaign. As the campaign evolved from the livestream to the encore release and Tony Award® celebration, messaging was seamlessly refreshed to maximize reach while maintaining a cohesive brand experience.

RESULTS

The campaign became one of BroadwayHD's strongest-performing event promotions, generating 2,067 subscriptions, 40,000+ clicks, and 2M+ video impressions, with Google Performance Max driving 82% of total conversions. BroadwayHD's first national TV campaign, paired with digital media, also fueled a 519% increase in branded searches, significantly expanding awareness while driving subscription growth.



