

Bring Theatre Home for the Holidays with BroadwayHD

CAMPAIGN STORY

Created as BroadwayHD's annual holiday offer campaign, Bring Theatre Home for the Holidays positioned the platform as the perfect gift for theatre lovers, celebrating the joy of sharing Broadway from the comfort of home.

APPROACH

Designed an integrated campaign across social media, programmatic display, and video featuring festive typography, marquee-inspired lettering, and theatrical iconography that blended the warmth of the holiday season with the magic of Broadway. The cohesive creative system reinforced BroadwayHD as a memorable, giftable entertainment experience.

RESULTS

The campaign strengthened BroadwayHD's holiday brand presence through a distinctive seasonal identity, driving awareness and engagement while reinforcing the platform as a go-to holiday gifting destination for theatre fans.



