

Your Seat Awaits at BroadwayHD

CAMPAIGN STORY

BroadwayHD redefined theatre accessibility by positioning streaming as more than entertainment—it became a way to preserve iconic performances and bring world-class productions to audiences beyond the limits of geography, cost, and sold-out shows.

APPROACH

Developed an integrated campaign spanning social media, programmatic display, video, and OOH that unified messaging around accessibility, preservation, and participation. Cinematic visuals and purpose-driven storytelling positioned every stream as a way to help keep theatre thriving for future generations.

RESULTS

The campaign strengthened BroadwayHD's brand positioning as both a premium streaming platform and an advocate for theatre preservation. A cohesive cross-channel creative system increased brand visibility, reinforced audience engagement, and supported subscription growth through a compelling, mission-driven narrative.



