

Summer Blockbusters

CAMPAIGN STORY

A seasonal evergreen campaign designed to showcase BroadwayHD's most popular productions and audience favorites. Featuring acclaimed performances and standout theatrical moments, the campaign reinforced the platform as a premier destination for streaming theater.

APPROACH

The creative direction embraced a bright, energetic visual style with expressive typography, layered motion graphics, vibrant color accents, and cinematic production imagery. Dynamic animations and polished branding worked together to create engaging banner and video creative across digital channels.

RESULTS

The campaign became BroadwayHD's top-performing initiative of 2023, driving a 41% increase in conversions year over year. Motion-forward creative, visually rich imagery, and engaging animations contributed to stronger audience engagement and standout campaign performance.



