

Best of BroadwayHD

CAMPAIGN STORY

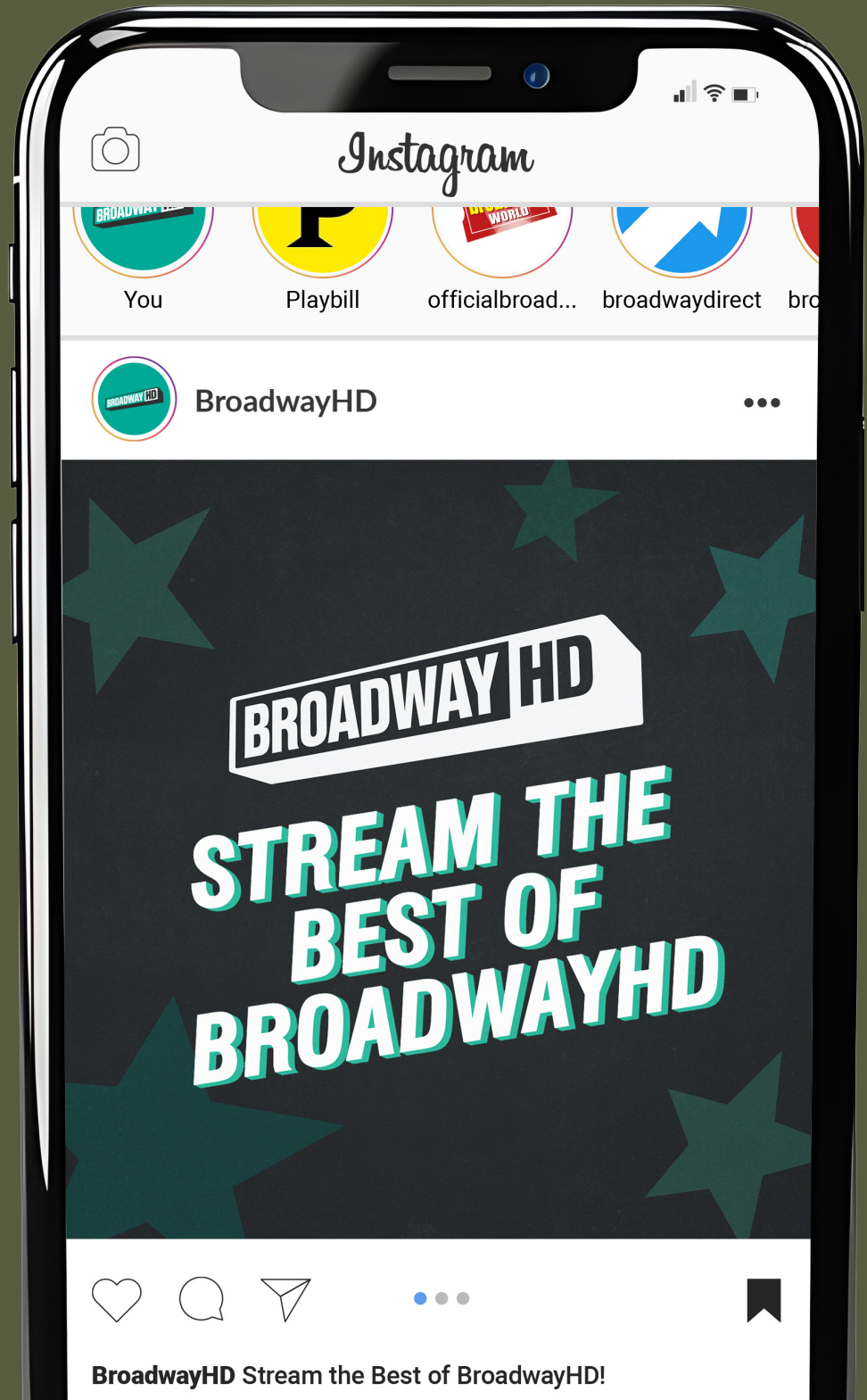
An evergreen campaign designed to spotlight the best and boldest titles on BroadwayHD. Centered around award-winning productions and celebrated talent, the campaign reinforced BroadwayHD as a leading streaming destination for theater lovers everywhere.

APPROACH

The campaign embraced a clean, minimalist aesthetic that reinterpreted the brand guidelines through bold typography, dynamic animations, vibrant color accents, and star-inspired iconography. Paired with striking title imagery, the creative system highlighted the platform's most notable productions across static and video placements.

RESULTS

The campaign delivered a 30% increase in CTR compared to the previous year's evergreen campaign, alongside an 18% lift in ROI. Strong performance was driven by compelling key art, witty headline copy, and motion-forward creative that elevated engagement across digital placements.





Trailer



Key Art



Programmatic Banners