

# Pippin 50<sup>th</sup> Anniversary Concert & Launch Party

## CAMPAIGN STORY

To promote the exclusive streaming debut of the *Pippin* 50<sup>th</sup> Anniversary Concert, BroadwayHD launched a subscriber offer campaign followed by a high-profile premiere featuring Stephen Schwartz, Alex Newell, Ben Vereen, and other Broadway stars.

## APPROACH

Developed an integrated campaign across social media, programmatic display, video, email, and experiential, complemented by a full theatre takeover for the launch event. The creative blended *Pippin*'s iconic key art with BroadwayHD's brand identity across promotional assets, event signage, and digital experiences, creating a cohesive visual system from pre-launch through premiere.

## RESULTS

The campaign generated strong engagement, earned widespread media coverage, and elevated awareness of both the exclusive title and BroadwayHD. The launch demonstrated the impact of pairing exclusive content with celebrity-driven events and behind-the-scenes storytelling.



