

Holidays Start with BroadwayHD

CAMPAIGN STORY

Created as an evergreen holiday campaign, Holidays Start with BroadwayHD positioned the platform as the perfect last-minute gift for theatre lovers. Launching after the seasonal promotional offer, the campaign extended holiday momentum by celebrating the joy of giving Broadway all season long.

APPROACH

Designed an integrated campaign across social media, programmatic display and video, combining festive typography with iconic theatre imagery to blend the warmth of the winter holidays with the magic of the stage. The flexible creative system reinforced BroadwayHD as a thoughtful, easy-to-gift entertainment experience.

RESULTS

The campaign generated 831,384 impressions, 3,753 clicks, and a 0.45% CTR, while driving a 12% year-over-year increase in conversions, extending holiday engagement beyond the promotional period and reinforcing BroadwayHD as a seasonal gifting destination.



