



THE
HUNGER GAMES
ON BROADWAY

AKA

AGENDA

- A Little About Us
- A Lot About You
 - What We Know
 - Business Intelligence
 - Brand Positioning
 - Creative
 - Targeting
 - Social Strategy
 - Campaign Moments
 - Partnership Verticals
- In Summary
- Appendix

MEET THE TRIBUTES



ROMAN MUNICHIELLO
ACCOUNT DIRECTOR



ABBIE MARLIN
ACCOUNT DIRECTOR



MELODY COHEN
DIRECTOR OF
NEW BUSINESS



IAN COLTON
BUSINESS INTELLIGENCE
DIRECTOR



LAYLAH VOTION
CREATIVE DIRECTOR



HALEY THOMPKINS
DIRECTOR OF
PAID MEDIA



MACKENZIE CUNNANE
DIRECTOR OF
SHARED MEDIA



TAMAR POPPICK
DIRECTOR OF
SHARED MEDIA



SAGA HART
PARTNERSHIPS DIRECTOR

A LOT
ABOUT YOU

WHAT WE KNOW

THE HUNGER GAMES: ON STAGE

- World Premiere play adaptation based on the first novel
- Created by an award-winning team:
 - Playwright Conor McPherson (*Girl from the North Country*)
 - Director Matthew Dunster (*2:22 – A Ghost Story*)
 - Choreographer Charlotte Broom (*Home, I'm Darling*)
- Opens November 2025
- Troubadour Canary Wharf Theatre
 - Brand new purpose-built venue
- Epic movement choreography and illusions

THE HUNGER GAMES: ON BROADWAY

- North American Premiere
- Transfers Fall 2026
- Reimagined Broadhurst Theatre
- Strong Leading Cast

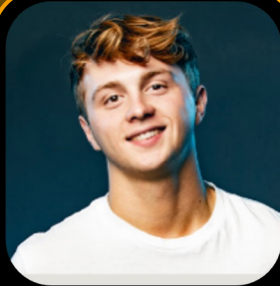


THE CAST

THE HUNGER GAMES ON BROADWAY



Lola Tung
Katniss Everdeen



Sam Tutty
Peeta Mellark



Graham Phillips
Gale Hawthorne



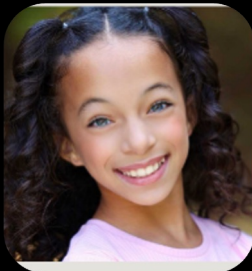
John Gallagher, Jr.
Haymitch Abernathy



Kara Young
Effie Trinket



Owen Thiele
Cinna



Marley Gomes
Rue



Alisha Weir
Primrose Everdeen



Terrance Mann
President Snow



Gabriel Ebert
Caesar Flickerman



Christopher Seiber
Plutarch Heavensbee

Casting by Aubrey Downing



BUSINESS INTELLIGENCE

“STUPID PEOPLE ARE DANGEROUS”

-KATNISS EVERDEEN

WE ARE
CONTENT-FORWARD
AND
DATA FUELED.

USING DATA IN ALL THAT WE DO

Select Media
Partners &
Vendors

 Meta


 TikTok
 SOJERN

 theTradeDesk
MiQ

 StackAdapt
 Intersection

 Google Display
& Video 360
 impact

Attribution, Audience
& Competitive
Research

resonate

 SEMRUSH

Alchemer

 Rival IQ
A QUID COMPANY

KANTAR

 rockerbox

/LiveRamp

 similarweb

 SCANMAR

 experian

MERCURY
ANALYTICS

 ID5

 SensorTower

 comscore

Data Storage &
Transformation


snowflake®

Fivetran

 Azure

 SUPERMETRICS

 dbt_

Data
Visualization


+ a b | e a u

 Google
Analytics

 Looker

 sigma

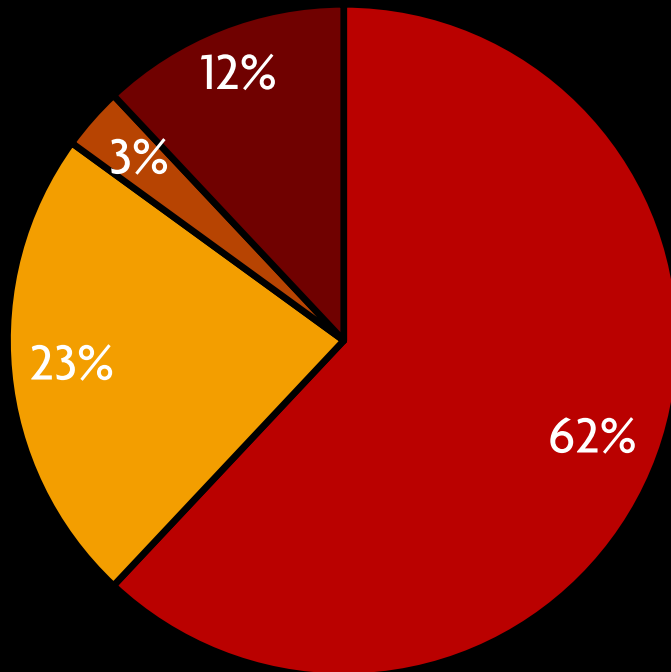
AKA
OneView

95% of people have heard of The Hunger Games

63% of people feel positively about The Hunger Games

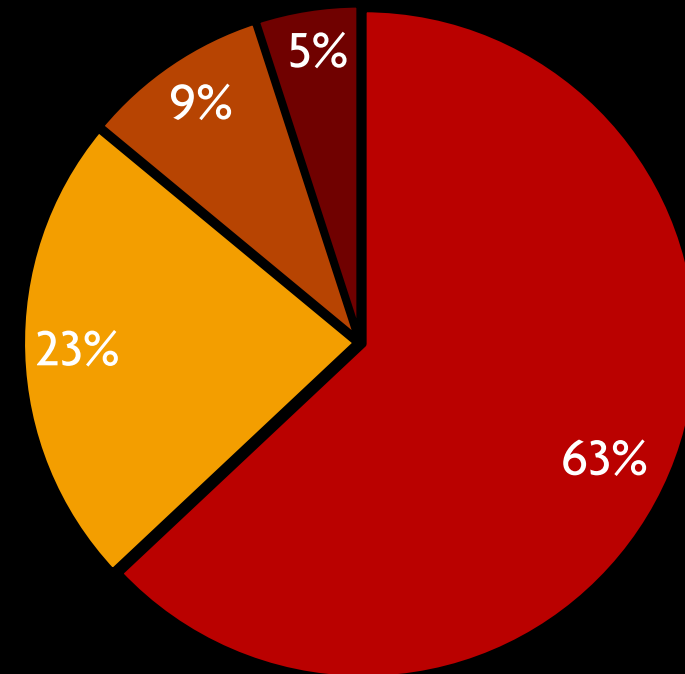
Survey Awareness Breakdown

- Read Books AND Seen Movies
- Seen the Movies Only
- Read the Books Only
- Heard of it, but not familiar



YouGov Popularity Data

- Like
- Neutral
- Dislike
- Unaware



Why are people interested in seeing The Hunger Games On Broadway?

FAMILIAR

“I read the books when I was in middle school, so I think there's some **nostalgia** in revisiting”

“I **grew up** with The Hunger Games and Theatre so combining my two interests is amazing”

THRILLING

“Seeing a strong badass actress do **crazy fight choreo** on stage”

“How the directing echoes the cinematography and style of the **action** scenes”

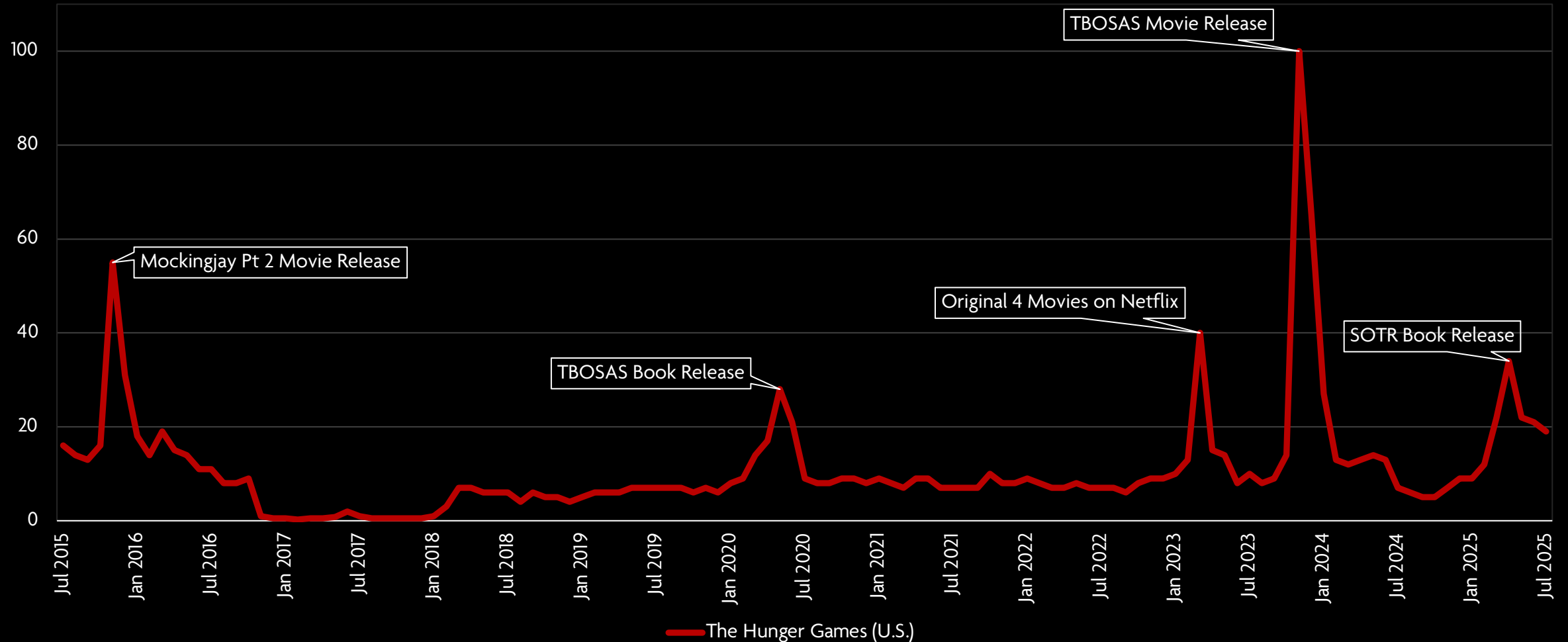
INNOVATIVE

“Interested in what the production has to say and what **technical achievements** they have”

“I want to make sure what I am purchasing a ticket for is something **innovative** and exciting”

Interest in The Hunger Games spikes with new releases.

The Hunger Games (Franchise) Google Trends Past 10 Years

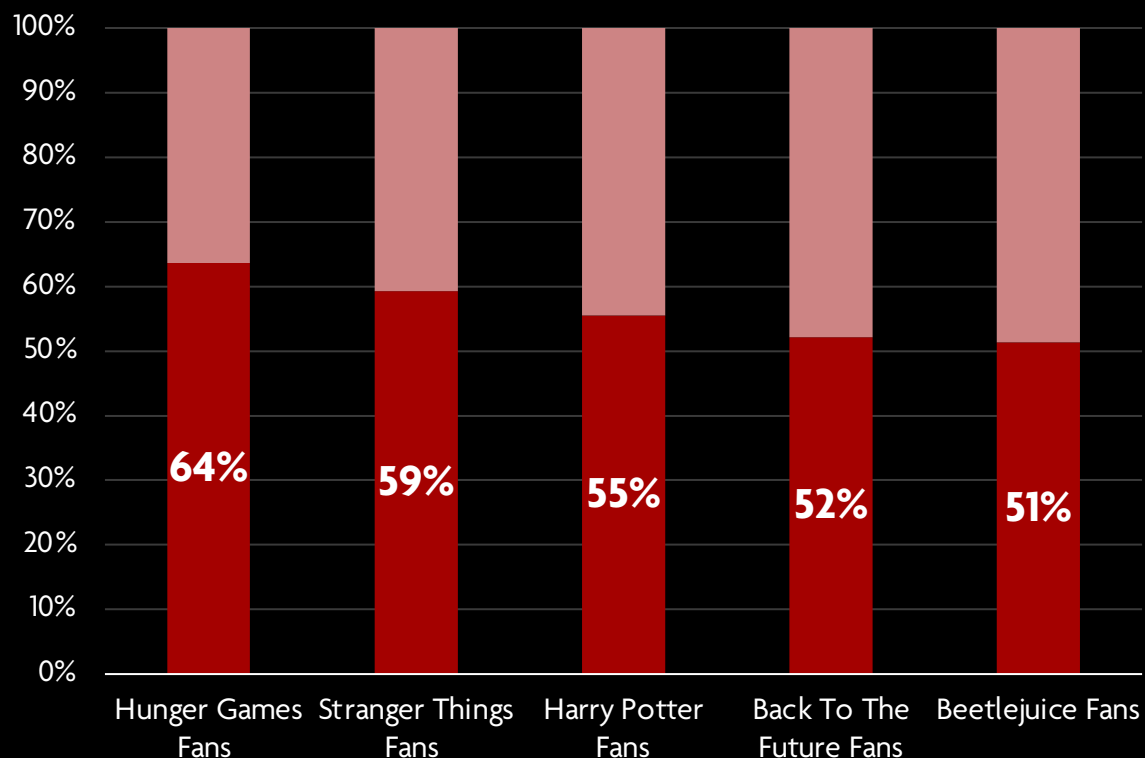


64% of Hunger Games Fans are also Theatre Fans

The highest theatre-going overlap relative to other Broadway IPs

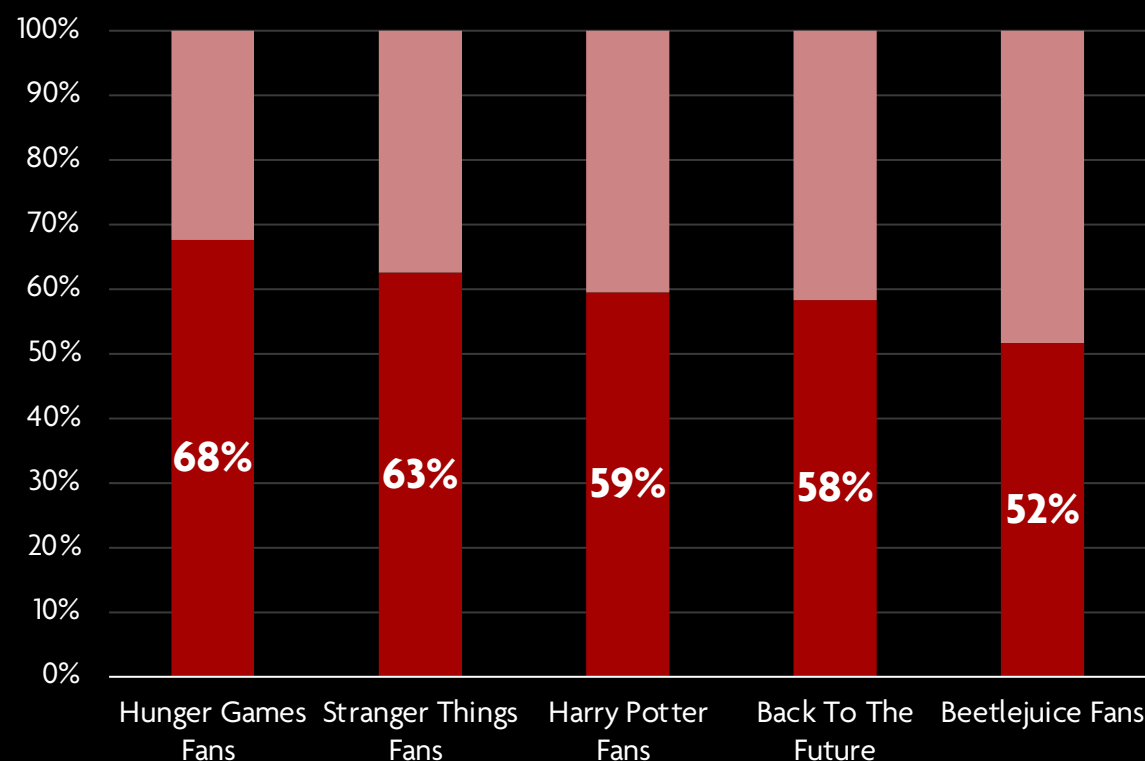
U.S. IP & Theatre Fan Overlap

■ Theatre Fans ■ Non Theatre Fans



NY DMA IP & Theatre Fan Overlap

■ Theatre Fans ■ Non Theatre Fans



THE GOAL: ATP

$$\text{PRE-OPENING GOAL : AVERAGE TICKET PRICE (ATP)} = \frac{\text{ANNUAL RUNNING COSTS + CAPITALIZATION}}{\text{NUMBER OF SEATS X TOTAL NUMBER OF PERFORMANCES}}$$

		CAPITALIZATION					
RUNNING COSTS	Recoup in 52 Weeks Assuming House Size = 1200 and 8 Shows/Week	\$20,000,000	\$21,000,000	\$22,000,000	\$23,000,000	\$24,000,000	\$25,000,000
	\$600,000	\$103	\$105	\$107	\$109	\$111	\$113
	\$700,000	\$113	\$115	\$117	\$119	\$121	\$123
	\$800,000	\$123	\$125	\$127	\$129	\$131	\$133
	\$900,000	\$134	\$136	\$138	\$140	\$142	\$144
	\$1,000,000	\$144	\$146	\$148	\$150	\$152	\$154
	\$1,100,000	\$155	\$157	\$159	\$161	\$163	\$165

(Last 3 Years) Average Ticket Price = **\$127**

THE GOAL: WEEKLY GROSS

With a weekly running cost of \$800K, and a capitalization between \$20M - \$25M, we can recoup in 52 weeks with a weekly gross of

\$1.18M to \$1.28M

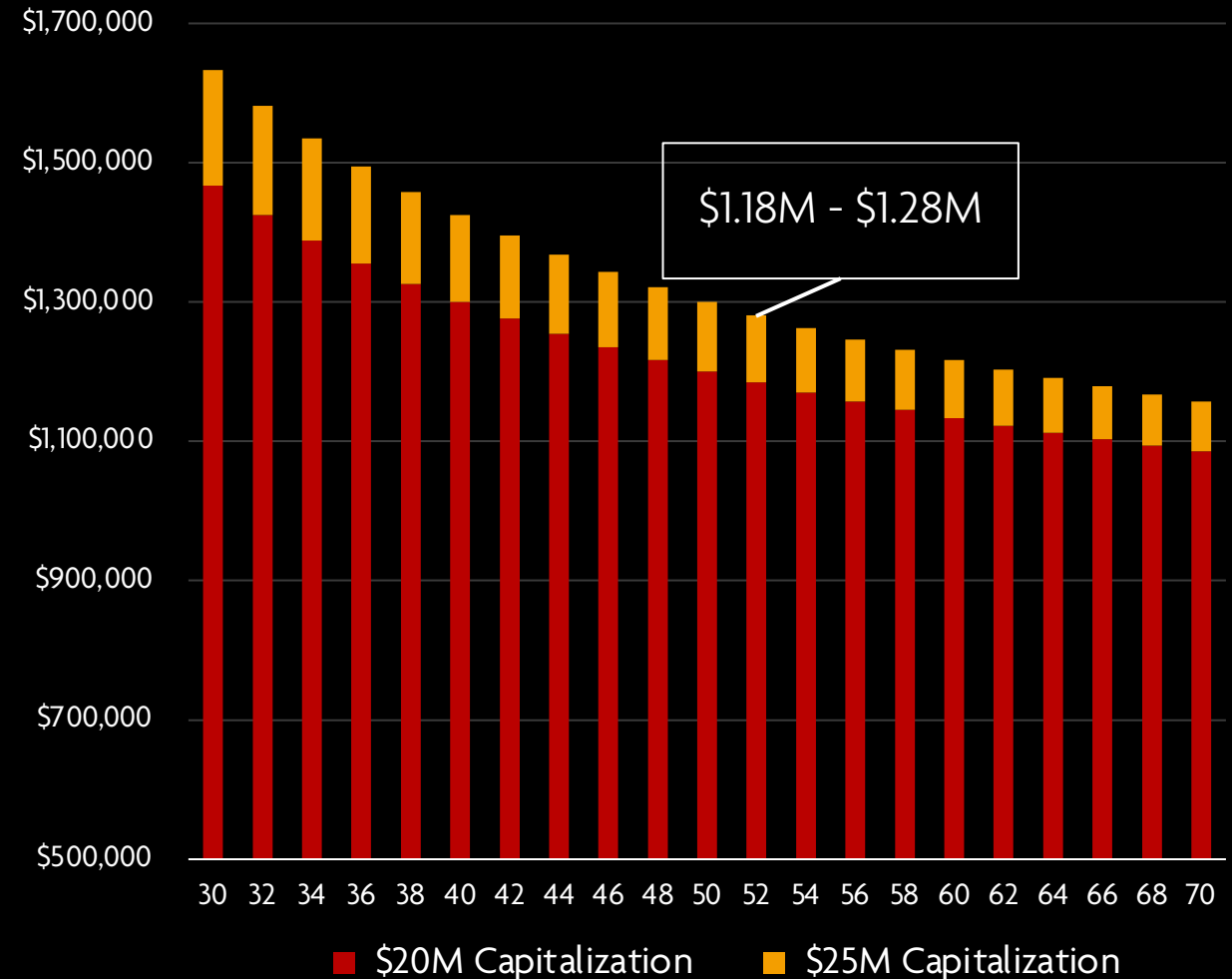
Successful IP Adaptations
(Last 3 Years) Avg. Weekly Gross =

\$1.3M

(Last 3 Years) Avg. Weekly Gross =

\$1.1M

Weekly Gross Needed to Recoup by X Weeks
Running Costs Set at \$800K



OUR GOAL

**Recoup in 52 weeks or less at a
\$130 ATP and a weekly gross of \$1.3M**

by building emotional buzz and cultural relevance
through trusted voices, bespoke targeting, shareable
content and ongoing partnerships—
converting interest into ticket sales with
a brilliant, agile, and worth it strategy.



BRAND POSITIONING

“AS LONG AS YOU CAN FIND YOURSELF, YOU’LL NEVER STARVE”

-KATNISS EVERDEEN

Familiar



Fantastical

Grounded



PURPOSE

New

Harry Potter
AND THE CURSED CHILD

THE
HUNGER GAMES
ON BROADWAY

Familiar

WAITING FOR
GODOT

STRANGER
THINGS
THE FIRST SHADOW

TRUTH | BEAUTY | FREEDOM | LOVE
MOULIN ROUGE!
THE MUSICAL



OEDIPUS
BROADWAY



Disney
Aladdin

RAGTIME
THE MUSICAL



PUNCH

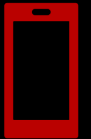
Fantastical

Grounded

OPPORTUNITIES



First-Mover Advantage



Youth Engagement



Cultural Relevance



Cross-Media Synergy



Experiential Innovation

CHALLENGES



Perception Risk



Tone Balance



Market Competition

BRAND MANIFESTO

Welcome to Panem- Live on Stage

The story that ignited a **global phenomenon**, The Hunger Games is more than a tale of survival—it's a powerful narrative of **courage**, **defiance** and the **unbreakable human spirit** that lives within all of us.

Brought to life by an award-winning creative team, *The Hunger Games: On Broadway* reimagines Suzanne Collins' original story as an **epic theatrical adventure** that makes the experience feel **more real**, **more raw**, and **more compelling** than ever before.

We're stepping into the arena of live theatre, where every heartbeat counts, and **the world will be watching**.

And to those trying to get a ticket: may the odds be ever in your favor.

THE CAMPAIGN STRATEGY

EVOLVING THE NARRATIVE

The campaign ***is the story***—
rising from Capitol control
to rebellion.

The Hunger Games franchise is
evolving, and so are we. This
bold new medium hasn't been
seen on stage before, and you
won't just see it, you'll be right
there with Katniss.

ENRAPTURING THE AUDIENCE

You're not just watching,
you're **feeling it**.

You're part of the uprising,
caught between Capitol control
and real-world unrest.
Audiences will be glued to their
seats, waiting with bated breath
to see the story unfold as if for
the very first time.

EPICALLY REDEFINING THEATRE

This is Broadway with
epic impact.

A live survival experience.
The stage combat and world
building is so visceral that the
lines between stage and arena
are blurred . Audiences won't
just be watching the rebellion—
they will live it.

UNIQUE SELLING POINT

Already seen but never felt. Until now.

Hunger Games: On Broadway raises the stakes of this high intensity story, making fans and newcomers alike hungry to be a part of this brand-new experience. You've survived the screen, now step inside.

FAMILIAR

**MASSIVE
FAN BASE**

THRILLING

**REVOLUTIONARY
MOVEMENT
CHOREOGRAPHY**

INNOVATIVE

**EXTRAVAGANT
WORLD BUILDING**



CREATIVE

“NO ONE WILL FORGET ME. NOT MY LOOK, NOT MY NAME. KATNISS. THE GIRL ON FIRE”
-KATNISS EVERDEEN

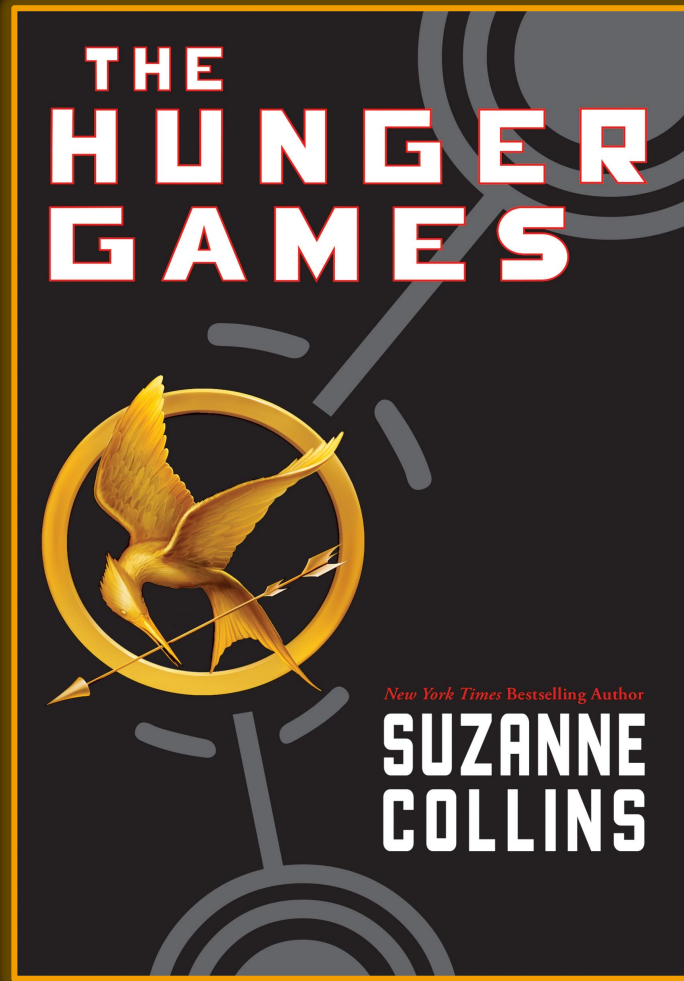
CREATIVE MANIFESTO

Centered on themes of **resistance**, **sacrifice**, and **survival**, the brand evokes the emotional intensity of stepping into the arena.

Visuals and storytelling lean into **tension**, **spectacle**, and **intimacy**—blending cinematic scale with theatrical immediacy.

The campaign invites audiences to feel the stakes, choose a side, and become part of a world where rebellion is inevitable.

PAST PROMO



THE
HUNGER
GAMES
ON BROADWAY





THE
**HUNGER
GAMES**
ON BROADWAY



THE HUNGER GAMES

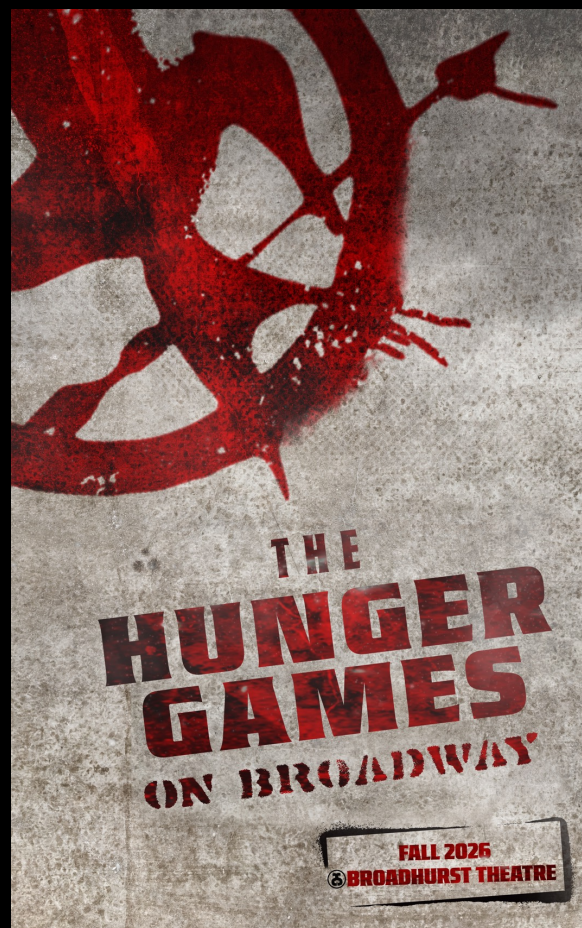
ON BROADWAY



THE
HUNGER GAMES
ON BROADWAY



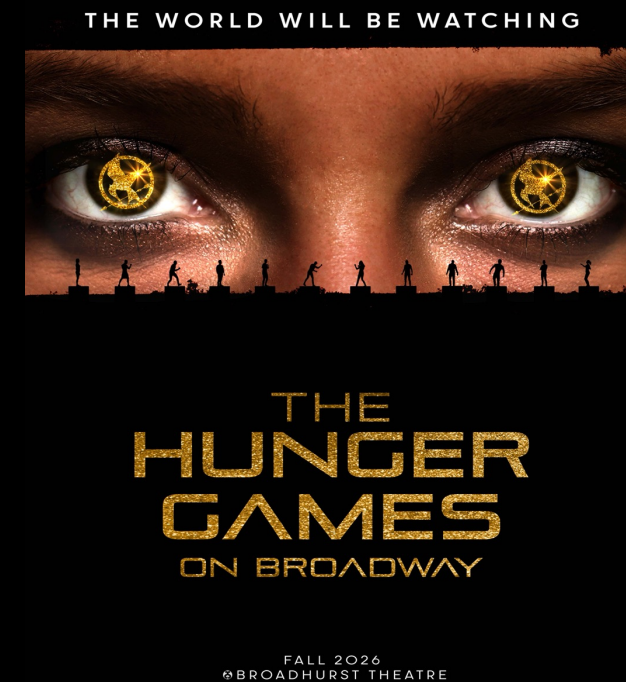
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2



3



4

THE
HUNGER
GAMES
ON BROADWAY





TARGETING

“YOU WIN BY BEING SMART.”

-HAYMITCH ABERNATHY

OUR IMMEDIATE AUDIENCE PRIORITIES

THE MOCKINGJAYS

Hunger Games Lovers

30M in the US
2M in the NY DMA

58% Female
15-45

Over indexes on:
Going to movies, Playing video games,
Reading regularly

How To Reach:



THE CAPITAL ELITE

Broadway Multibuyers

4M in the NY DMA + Tourists

65% Female
25-64

Over indexes on:
Attending performing arts shows, Visiting
spas/resorts, Domestic/Intl. Travel

How To Reach:



PANEM TOURISTS

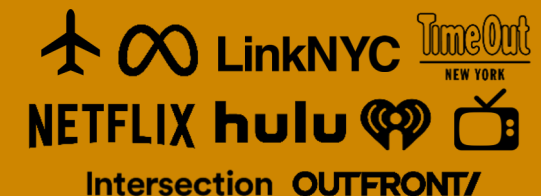
Event Seeking Tourists

13.6M in Domestic/Intl. Tourists

Mixed Gender
25-54

Over indexes on:
Domestic/Intl. Travel, Shopping, Going to
bars/clubs, Attending live events

How To Reach:



THE FUNNEL

GOAL

TARGETS

KPI

Awareness



Generate memorable impressions to high potential ticket buyers at the right moment.

Hunger Games Lovers,
Broadway Multibuyers,
Event Seeking Tourists

- Reach/Frequency
- Video Completion Rate
- Click through Rate (CTR)

Consideration



Nurturing our potential costumers by exposing them to the unique value of our brand.

Broadway Multibuyers,
Event Seeking Tourists

- Click through Rate (CTR)
- Website visits
- Engagements

Conversion



Guiding to the final step of interaction to generate the purchase of ticket sales.

Broadway Multibuyers,
Hunger Games Lovers,
Event Seeking Tourists

- Conversion Rate
- Conversions
- Return on Ad Spend (ROAS)
- Cost Per Conversion (CPC)
- Cost Per Click

THE FUNNEL

Awareness



KEY MEDIA TACTICS

- **Connected TV:** Running across multiple streaming platforms.
- **AMC Movie Ads:** Sunrise on the Reaping Fall 2026
- **Audible:** Audiobooks of The Hunger Games Franchise

0:00 Ad

THE HUNGER GAMES ON BROADWAY

THE HUNGER GAMES ON BROADWAY

Sign up to win tickets + VIP meet & greet!

Enter your email

or scan with your phone

By electing to receive more details from this advertiser, you are agreeing to receive a communication from Hulu. For more information, please visit [hulu.com/privacy](https://www.hulu.com/privacy).





THE
**HUNGER
GAMES**
ON BROADWAY



FALL 2026
BROADHURST THEATRE

THE WORLD
WILL BE
WATCHING

THE FUNNEL

Consideration

PLAYBILL®

BROADWAY.COM

TimeOut
NEW YORK

The
New York
Times



Letterboxd

NEW YORK
COMIC CON
REEDPOP™

goodreads

NEW YORK

VOX
MAGAZINE

KEY MEDIA TACTICS

- **Geo-Fencing:** Programmatic Campaign during NY Comic Con
 - **NY Times:** Art Section Takeover
- **Homepage Takeover:** Vox and NY Magazine Partners



Arts

ART & DESIGN | BOOKS | DANCE | MOVIES | MUSIC | TELEVISION | THEATER | POP CULTURE | WHAT TO WATCH | AWARDS SEASON



STEVE J. SHERMAN



JAN VERSWEYVELD

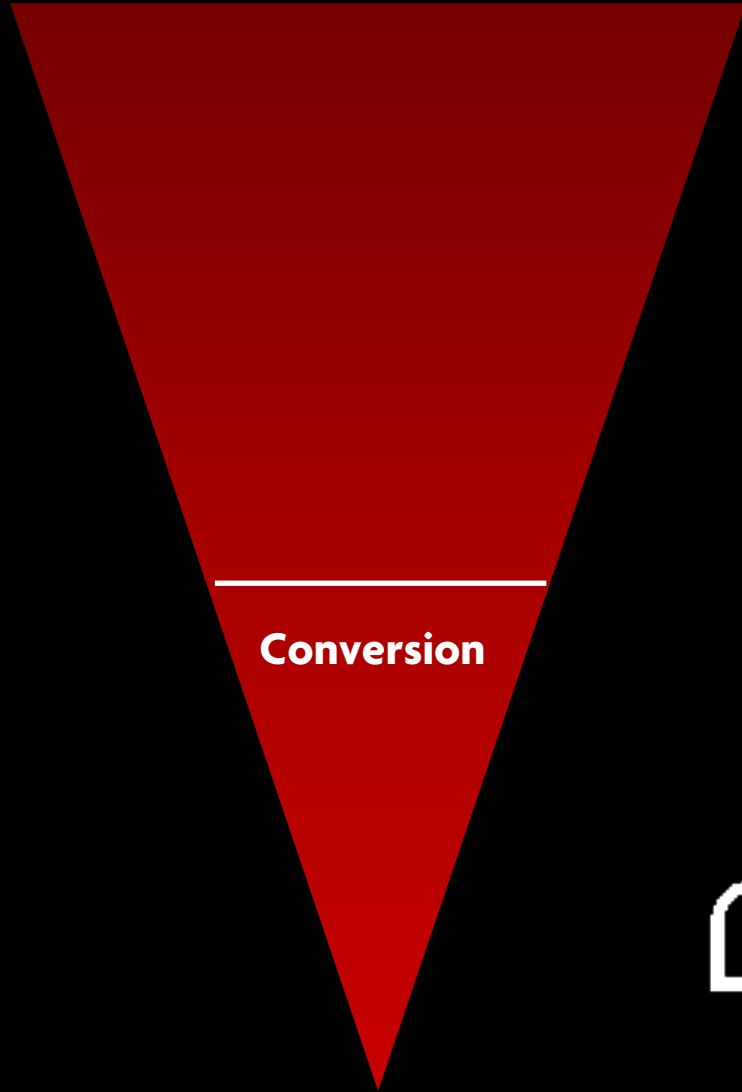
Review: Searching for the Superstar in Ivo van Hove's Jesus Christ

The Belgian director's revival of "Jesus Christ Superstar" showcases some of his signature aesthetic techniques. But it's an odd pairing.

47m ago • By HOUMAN BAREKAT



THE FUNNEL



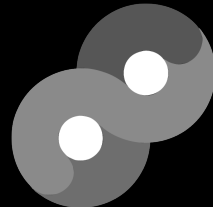
KEY MEDIA TACTICS

- **Programmatic, Meta and Search** campaigns targeting Hunger Games Fans, Theater Enthusiasts and NYC Tourists
- **Direct Mail Drop** in the lead up to opening
- **Dedicated Eblasts**

∞ Meta

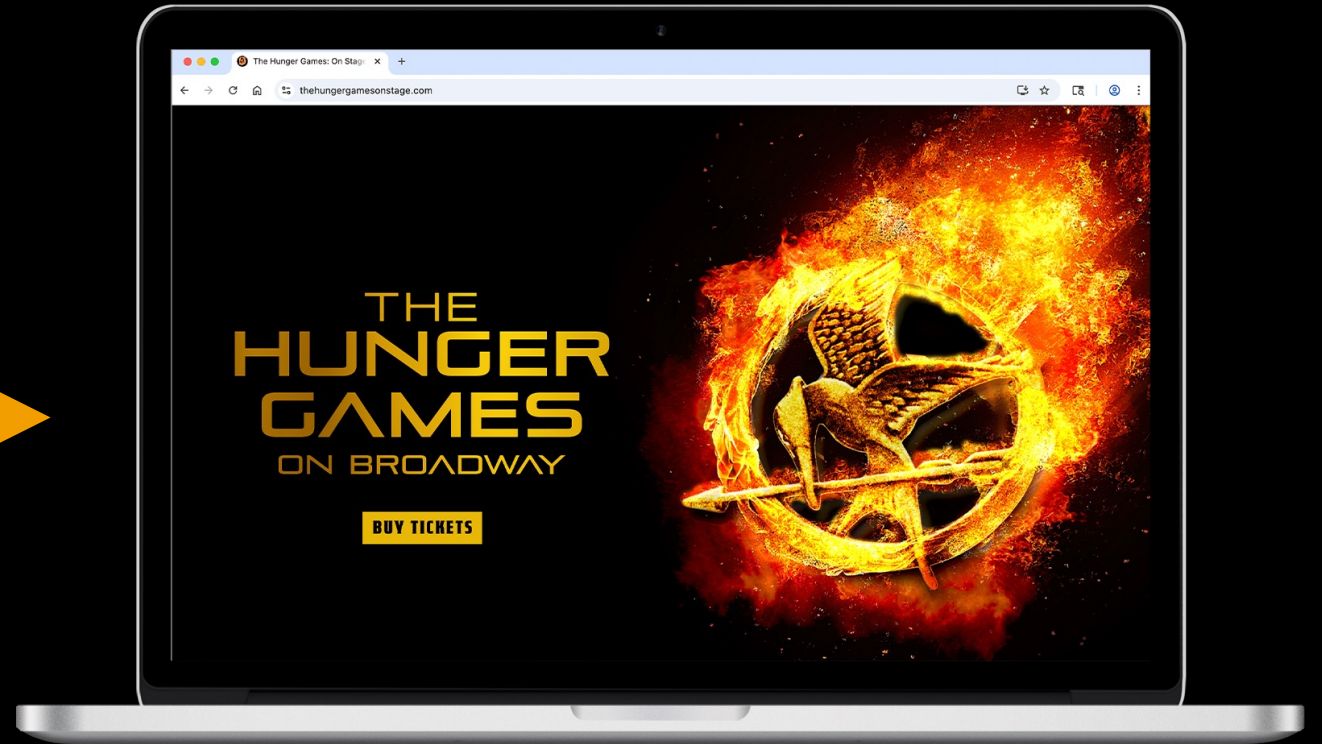


Google Ads



Telecharge.com

BROADWAY.COM





SOCIAL STRATEGY

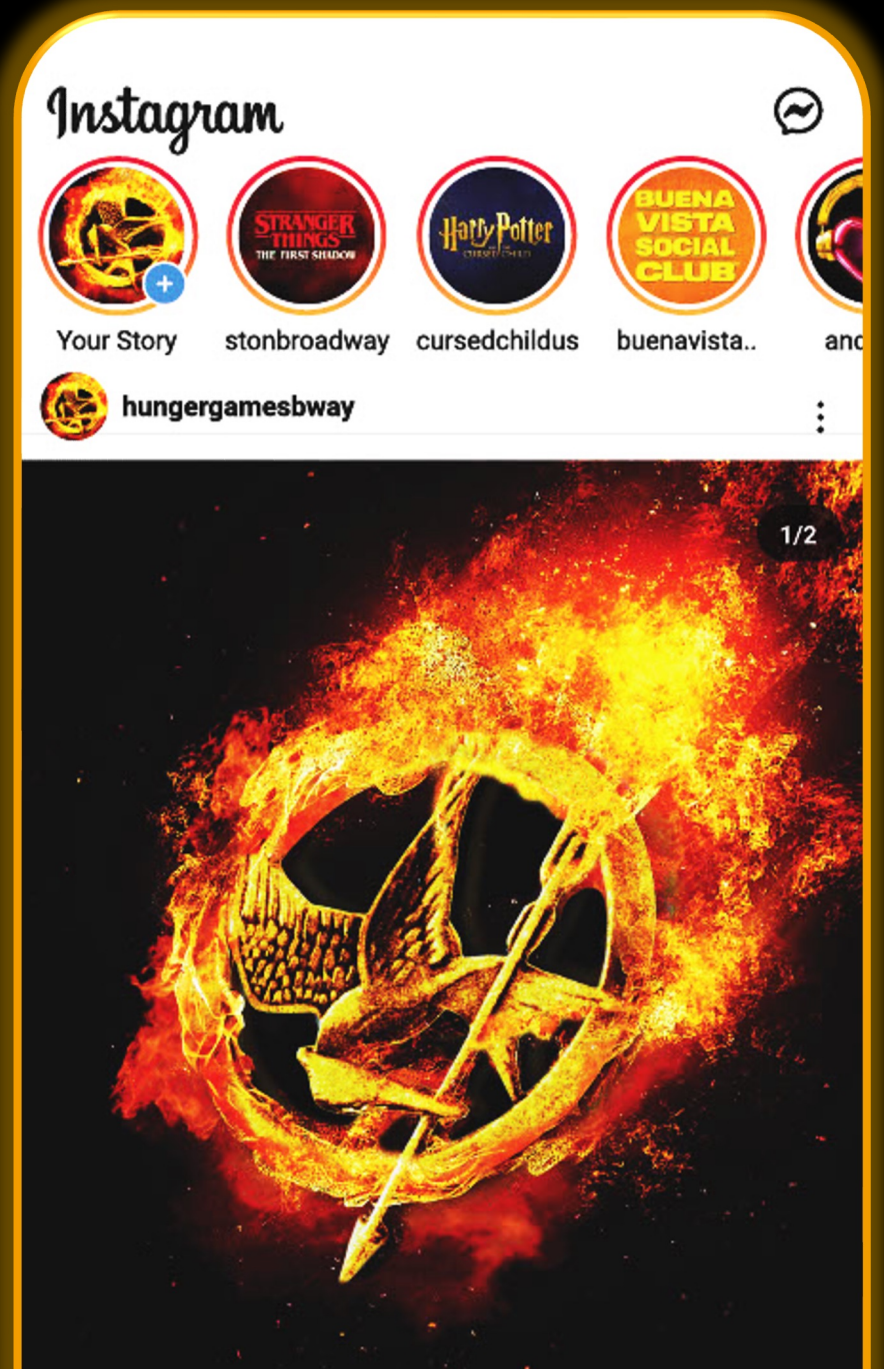
“I WISH I COULD FREEZE THIS MOMENT, RIGHT HERE, RIGHT NOW”

-PEETA MELLARK

MAKE IT REAL.

For the first time, The Hunger Games is a real, live experience, and our socials expand the world into reality. Our platforms don't just deliver content; they create contact. Every post is a signal from inside the world, pulling fans deeper into the narrative. We speak with urgency and edge, part Capitol warning, part rebel whisper, tense, epic, and charged with risk. We don't speak at our audience—we are part of their rebellion. If you experience it in the theatre, you should feel it online.

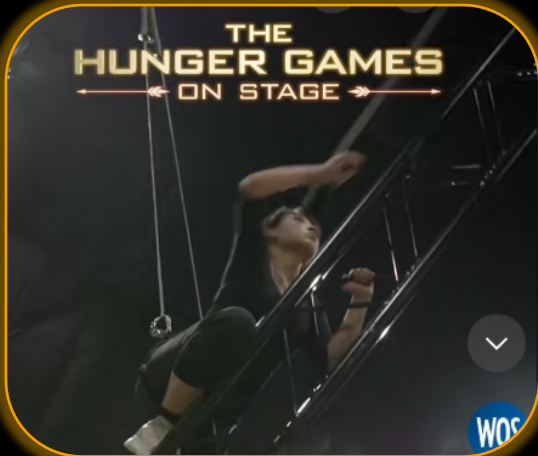
@HUNGERGAMESBWAY
#HUNGERGAMESBWAY



BUILDING THE GAMES

BEHIND THE SCENES AND THEATRE CONTENT

Why: To reimagine this epic new Broadway event, while legitimizing it within the theater space. We want to show the audience why they need to see this story live, and in-person.



FROM THE DISTRICTS

FANDOM ENGAGEMENT AND INFLUENCERS

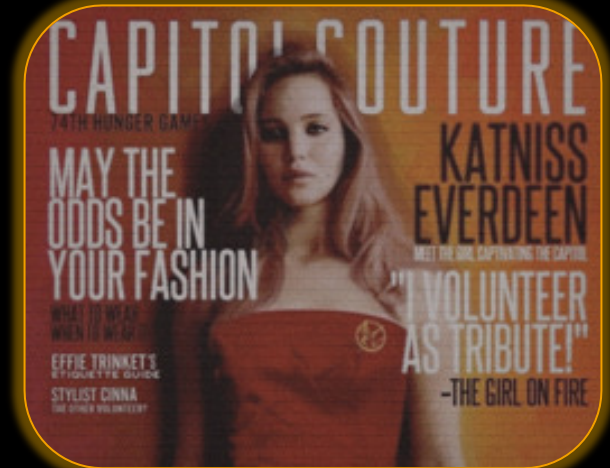
Why: To activate the fandom, reawaken stan culture, and make the audience feel like they are *in* the games, not just watching. Our connection with our fans, "*the tributes*", will immerse them in the world of The Hunger Games.



CAPITOL UPDATES

WORLD BUILDING AND NOSTALGIC MARKETING

Why: To build immersive hype by reawakening the emotional memory of the HG era while drawing audiences deeper into the world of Panem, before they ever step into the theater.





CAMPAIGN MOMENTS

“TO GET SPONSORS YOU HAVE TO GET PEOPLE TO LIKE YOU”

-HAYMITCH ABERNATHY

CAMPAIGN TIMELINE

PRE-LAUNCH	LAUNCH	RAMP UP	OPENING	POST-OPEN
Early Feb 2026 • Capitol Propaganda • Launch @Katnissnyc • Wild Postings pop up around NYC • Spark curiosity and conversation around a potential transfer • Invitation to Times Square event	Feb-March 2026 • Times Square Takeover • Flip socials to @hungergamesbway • Graffiti wild postings & introduce district content • Lead generation campaign • Announce Lead Creatives • Fan Presale with Amex ◦ Movie Anniversary • General Onsale	April-Sep 2026 • Announce additional creatives • Announce full cast • Tribute Interviews • Broadhurst Renovation Content • BTS Content • Box Office Opening • Direct Mail Drop	Sep-Oct 2026 • 12 Days x 12 Districts Scavenger Hunt • High Impact Media Placements • Cross-Promotion with SOTR Movie • Suzanne Collins' statement • Opening Night Party • Market Hotel Afterparty	Oct 2026- • Girl Scouts of America Collaboration • Roblox activation • Additional Ticket Block Released • Broadway Week • Tony Awards

TEASER PROPAGANDA

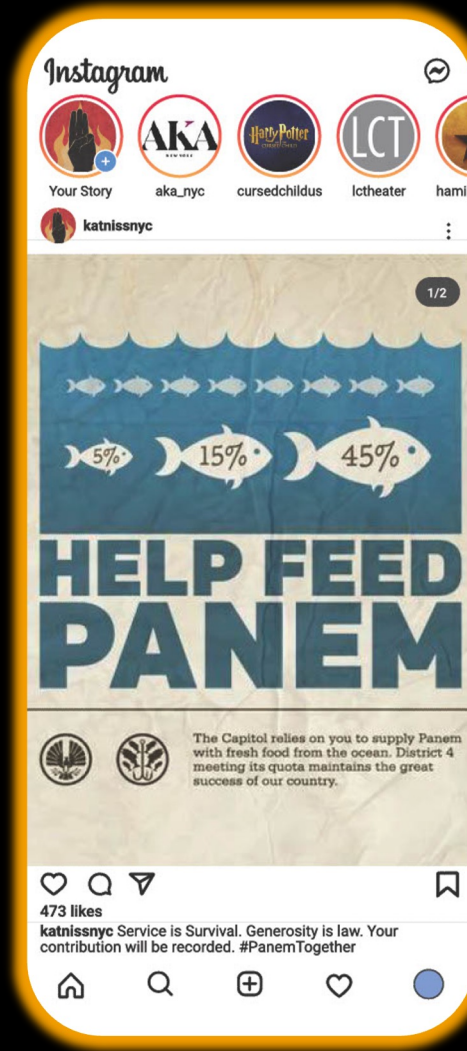
CAPITOL PROPAGANDA

SOCIAL + PAID MEDIA + PARTNERSHIPS

Idea: Pre-Announcement, our burner account will leak strict Capitol media with no connection to Broadway. Infiltration from the districts/rebellion starts seeping through, leading up to the show announcement.

Execution:

- “Capitol Propaganda” Instagram Posters
- “Rebel Graffiti” Reel



CAPITOL PROPAGANDA

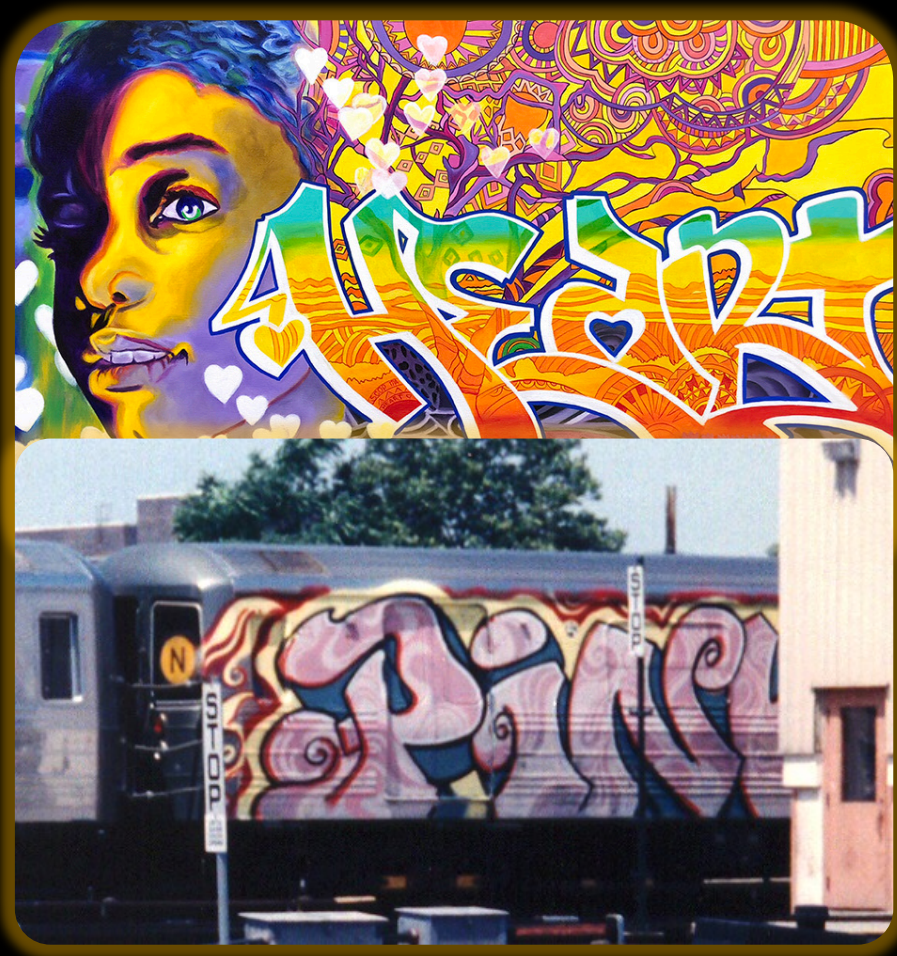
WILD POSTINGS CHANGE TO REBELLION

- Partner with graffiti artist, Lady Pink, to “vandalize” wild postings
- Capture from “surveillance footage”, posted to build buzz



CAPITOL PROPAGANDA

PARTNERSHIP WITH LADY PINK



FINAL TEASER

BUILDING HYPE FOR LAUNCH

The final post on @KatnissNYC before
the show announcement and
switchover into @hungergamesbway



LAUNCH

HAPPY HUNGER GAMES

[Hunger Games Launch Trailer.mp4](#)

HAPPY HUNGER GAMES: TIMES SQUARE TAKEOVER

- Times Square Billboard Takeover to debut trailer announcement
- Partner with Times Square Alliance
- Create a life-size Cornucopia, where an actor from the OG films will emerge and lead a countdown to the trailer
- Branded ambassadors (from Street Meet) will hand out our new merch drops (REI, Arc'teryx, Amex)
- Livestreams on the Lionsgate and Hunger Games Movie social accounts
- Influencer Invites to amplify reach
- QR Code Activation linking to website
- Geo-filtering Capitol-themed Snapchat filter



AMERICAN
EXPRESS

HAPPY HUNGER GAMES!

Following the trailer countdown, release key art on all platforms.

You grew up watching. Now, you'll see it live. The story that defined a generation is coming to the Broadhurst Theater. Fall 2026. **#HungerGamesBroadway** **#TheGirlOnFire**



RAMP UP PARADE OF TRIBUTES

RAMP UP: CAST ANNOUNCEMENT

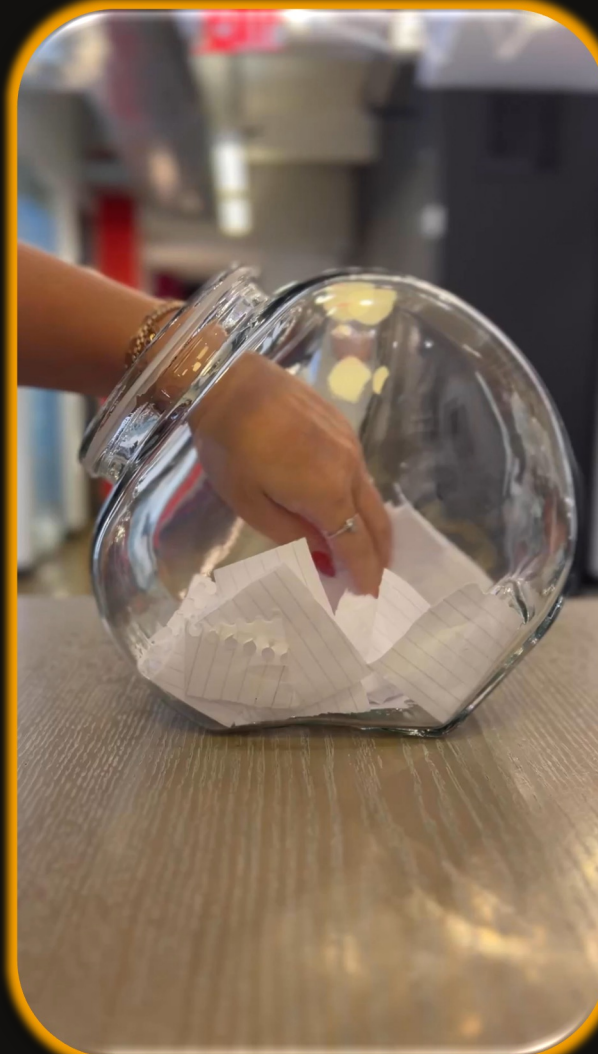
SOCIAL MEDIA

On July 4th, a series of Reaping Bowl videos will be released announcing the cast

“The Capitol has made its choice. [NAME] steps into the arena as [ROLE]. Tribute. Performer. Victor? #HungerGamesBway #ReapingDay #MeetTheTributes”

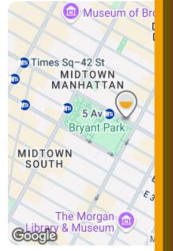
PAID MEDIA

- Bryant Park Digital Displays
- Promotion for Live Event July 11



[HG Cast Annoucement.mp4](#)

W 42ND STREET @ 5TH AVENUE F/N (Southwest corner)



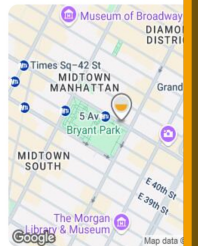
WEEKLY IMPRESSIONS: 78,899 per spot
MEDIA TYPE/STYLE: Permanent Bulletin
GEOGRAPHIC ID: 30901770
LAT/LONG: 40.75360 / -73.98111
MARKET: NEW YORK CITY
PANEL SIZE: 6' 0" x 4' 0"
FACING/READ: North / Center
SLOTS/DWELL: 10 slots / 15 seconds

*Impression values based on: Total Population

ADVERTISING STRENGTHS: Adjacent to the iconic New York Public Library, this digital network encompasses two newsstands along 42nd Street on the corners of 5th Avenue and 6th Avenue. These (8) faces offer multiple vantage points and over 700,000 weekly impressions per slot. Bryant Park is home to 12 million visitors per year and there are limited outdoor advertising opportunities in this immediate area to reach them!

PANEL #30503

W 42ND STREET @ 5TH AVENUE F/N (Southwest corner)



WEEKLY IMPRESSIONS: 78,472 per spot
MEDIA TYPE/STYLE: Permanent Bulletin
GEOGRAPHIC ID: 30901769
LAT/LONG: 40.7536009 / -73.98111
MARKET: NEW YORK CITY
PANEL SIZE: 6' 0" x 4' 0"
FACING/READ: North / Center
SLOTS/DWELL: 10 slots / 15 seconds

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RAMP UP: PARADE OF TRIBUTES HUNGER GAMES x BRYANT PARK

SOCIAL MEDIA

- Capture event via TikTok + Instagram Live
- Flickerman Style Cast Tribute Interviews
- Influencer Junket + Content Capture

SHOWCASING SPONSORS



ARC'TERYX



RAMP UP

12 DAYS 12 DISTRICTS

12 DAYS 12 DISTRICTS: SCAVENGER HUNT

- A 12-day scavenger hunt leading up to opening night.
- Daily sponsor gifts dropped in themed locations across NYC's five boroughs.
- Fans compete to find them and win prizes from limited collaborations with popular brands
- Day = District = Drop Coordination



The #DistrictDropNYC scavenger hunt starts today 🍅. Every day until opening night, a prize capsule will be dropped in a different NYC district.

1 2 DAYS 1 2 DISTRICTS: MERCH DROPS

EXAMPLES

- Day 1, District 1: Luxury- Rick Owens Collab
- Day 4, District 4: Fishing- Fishwife Collab
- Day 8, District 8: Textiles- Arc'teryx Collab



POST-OPENING PARTNERSHIPS

PARTNERSHIP:

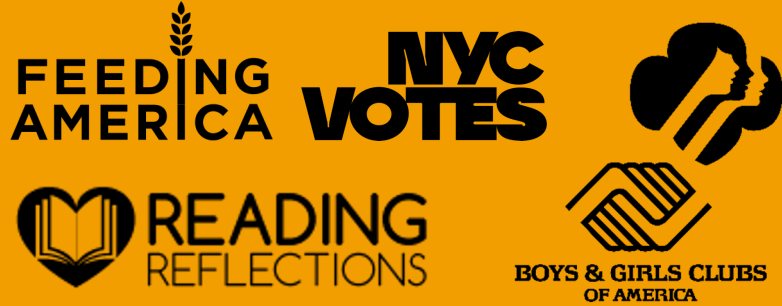
HUNGER GAMES x GIRL SCOUTS x WILD CAPTIVES

- Partnering with Wild Captives for a Girl Scout archery event in Brooklyn
- Focus on empowerment and community uplift
- Influencer invites, merch giveaways, and QR codes for ticket sales
- Launching a national “Mockingjay Badge” for archery or service
- One scout wins a trip to the show via raffle



PARTNERSHIP VERTICALS

NON-PROFITS



LOCAL



BRANDS



HUNGER GAMES x MARKET HOTEL



The event will be a 'fantasy-core' party celebrating the nostalgic novels and movies of the 2010's.- including The Hunger Games, Divergent, Harry Potter, etc.

- The music will also be from the '2010s Tumblr era,'
- Piggy-backing on Market Hotel's viral 'indie sleaze' nights
- Attendees encouraged to document their night on social media using #HungerGamesBway
- Collective goal to generate a nostalgic buzz for the series and excitement for the show

MARKET
HOTEL



HUNGER GAMES x ROBLOX x ARC'TERYX



Targeted Demographics: Gen-Alpha and Gen-Z

- Hunger Games playable game
- Virtual Arc'teryx x Hunger Games Broadway outdoor wear, or a limited-edition Katniss in game outfits
 - Scannable QR codes leading to the website
- Roblox has exploded to 98 million daily active users worldwide (*Loop Labs*)





IN SUMMARY

“I’M NOT ALLOWED TO BET, BUT IF I COULD, MY MONEY WOULD BE ON YOU”

-CINNA

THE HUNGER GAMES ON BROADWAY

EVOLVING
THE NARRATIVE

ENRAPTURING
THE AUDIENCE

EPICALLY
REDEFINING THEATRE

Capitol Propaganda
Becomes
Rebellious Promo

Times Square
Takeover Takes
You to Panem

Cast Announcement
Parade of Tributes in
Bryant Park

12 Days 12 Districts
Scavenger Hunt to
Celebrate Opening

Post-Opening
Partnerships Keep
Building Hype



THANK YOU TO OUR MENTORS

“YOUR MENTOR IS YOUR LIFELINE TO THE WORLD OUTSIDE THE ARENA”

-EFFIE TRINKET

Aaron Boldur

Julianne Kovacs

Sam McMenamin

Alex Rivera

Kara O'Rourke

Sara Robillard

Aliya Johnson

Kevin Burke

Sasha Zabelina

Camille Byers

Lindsey Falgoust

Stevie Coleman

Charlotte Smith

Matthew Keaton

SJ Arnegger

Ethan Halpern

Morgan Dunn

Raquel Hutt

Jenna Rich

Olufemi Leverett

Richard Arnold

Joe Reed

Patrick Martin-McCann

Victoria Byrom



THANK YOU
FOR YOUR
CONSIDERATION