



THE TONY AWARDS 2011 BRAND LAUNCH

What if we continued to brand an awards show that's all about the stage by celebrating that it's actually on TV?

An encore performance for Fathom and the Tony Awards, our 2011 campaign playfully acknowledged that for one night, the best of Broadway were appearing in a different theater: peoples' homes.

Once again, Fathom created a complete marketing campaign for the Tonys, continuing to drive the brand toward a new level of sophistication. A new Tonys logo, print advertising and high-end ticket packages, along with CBS-produced TV commercials featuring the concept and new branding, drove an impressive ratings spike.

