

The Rocky Horror Show

is coming back to Broadway

How could we welcome
audiences back to the
manor?

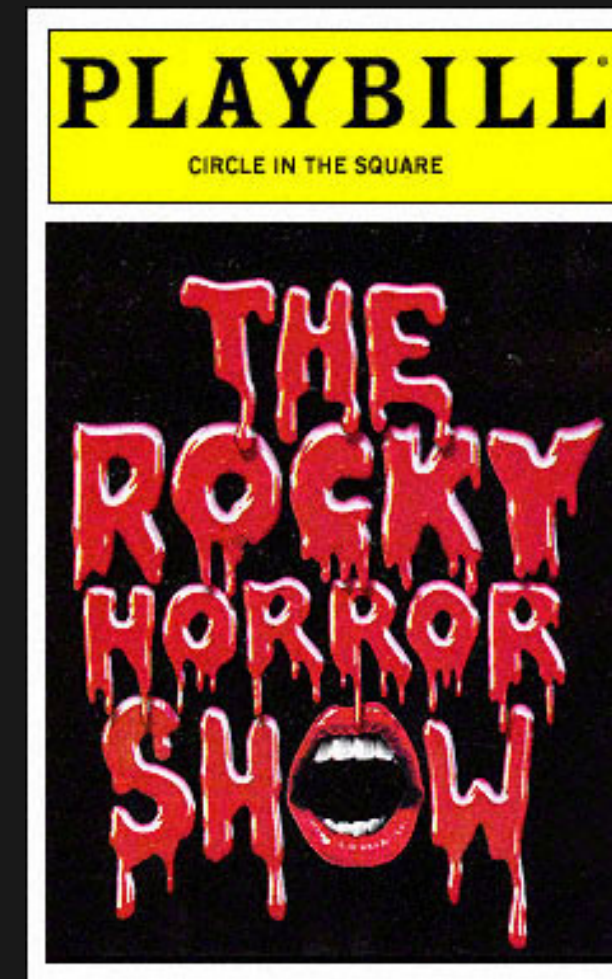
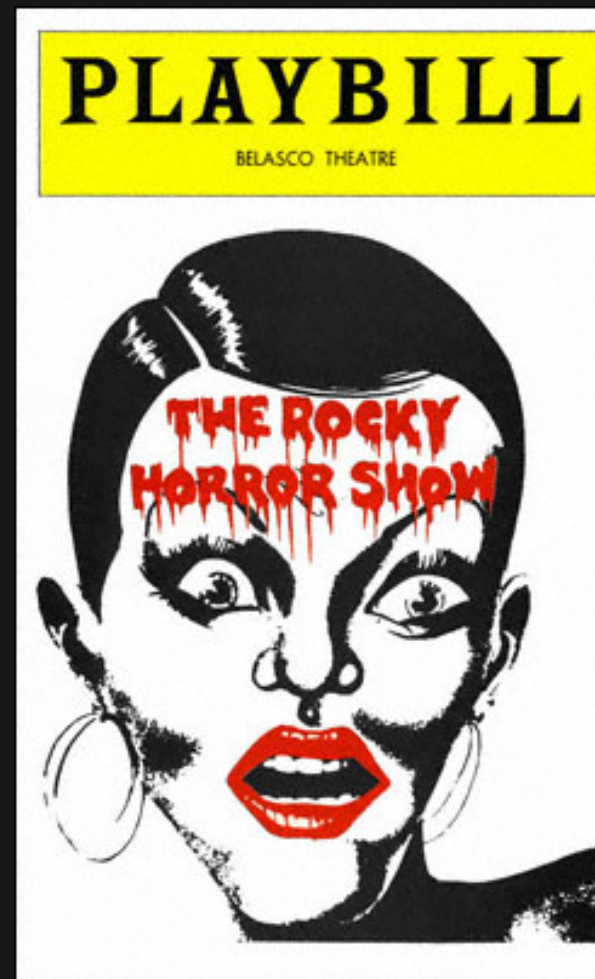
A Blue Sky Brainstorm by Toni Marie Perilli



The Concept

The first Broadway revival of the cult classic *The Rocky Horror Show* in over 20 years is set for Spring 2026 at the historic Studio 54, produced by Roundabout Theatre Company.

How could the show's marketing and communications be re-imagined to engage existing fans and welcome new audiences to Roundabout?



The Audiences

The OGs

Previous Production
Participants & Attendees

Cult Following

Gen X & Millennial

Nostalgia & Legacy



Next Gen

First Rocky Horror Show
on Stage

Theatre & Rock Lovers

Gen Z & Gen Alpha

Culture & Experience

Visuals & Voice

Voice, Tone, and Mood:

- Alluring
- Colorful
- Joyful
- Campy
- Expressive

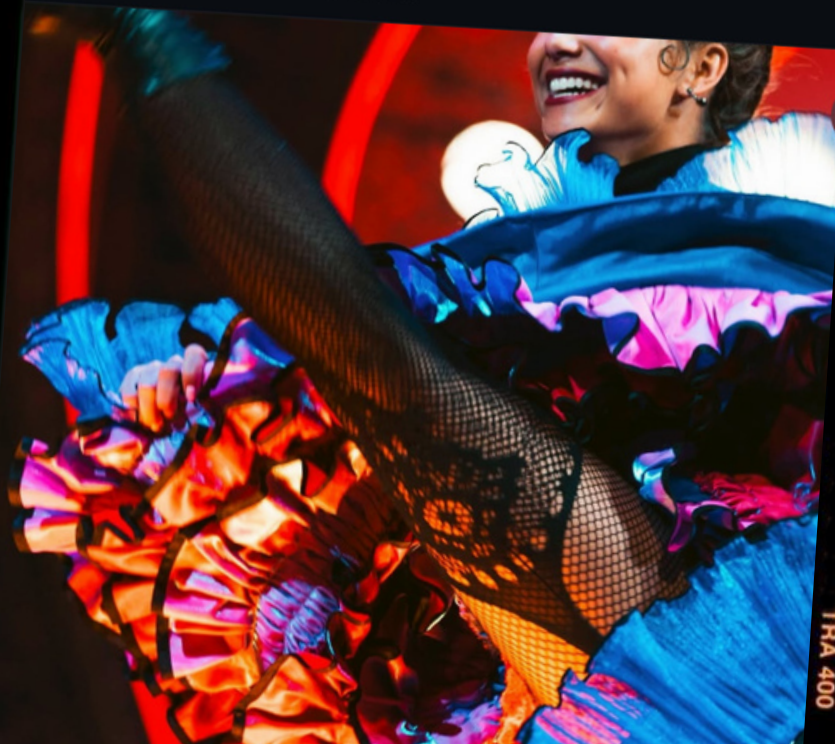
Inspired by media from:

- Cabaret at the Kit Kat Club
- Moulin Rouge
- Drag the Musical

abrunkus
Lunt-Fontanne Theatre



abrunkus
Al Hirschfeld Theater



kitkatclubnyc



dragthemusical

Monét X Change, Alaska Thunderfuck · R



Search Engine Optimization (SEO)

Using Ahrefs or similar for traditional and long-tail keywords based on:

The Rocky Horror Show

What to See on Broadway

Things to Do in NYC

Celebrity Cast

The Rocky Horror Picture Show

Tourist Attractions in Manhattan

Email Subject Lines

Let's Do The Time Warp Again?

Post-Show Email, Encouraging Repeat Visits and Memberships

Damn It, Janet, Rocky Horror Selling Out!

Tickets Selling Out

Time Is Fleeting - Final Weeks of Rocky Horror

Closing Night Coming Soon

Advertising Placements

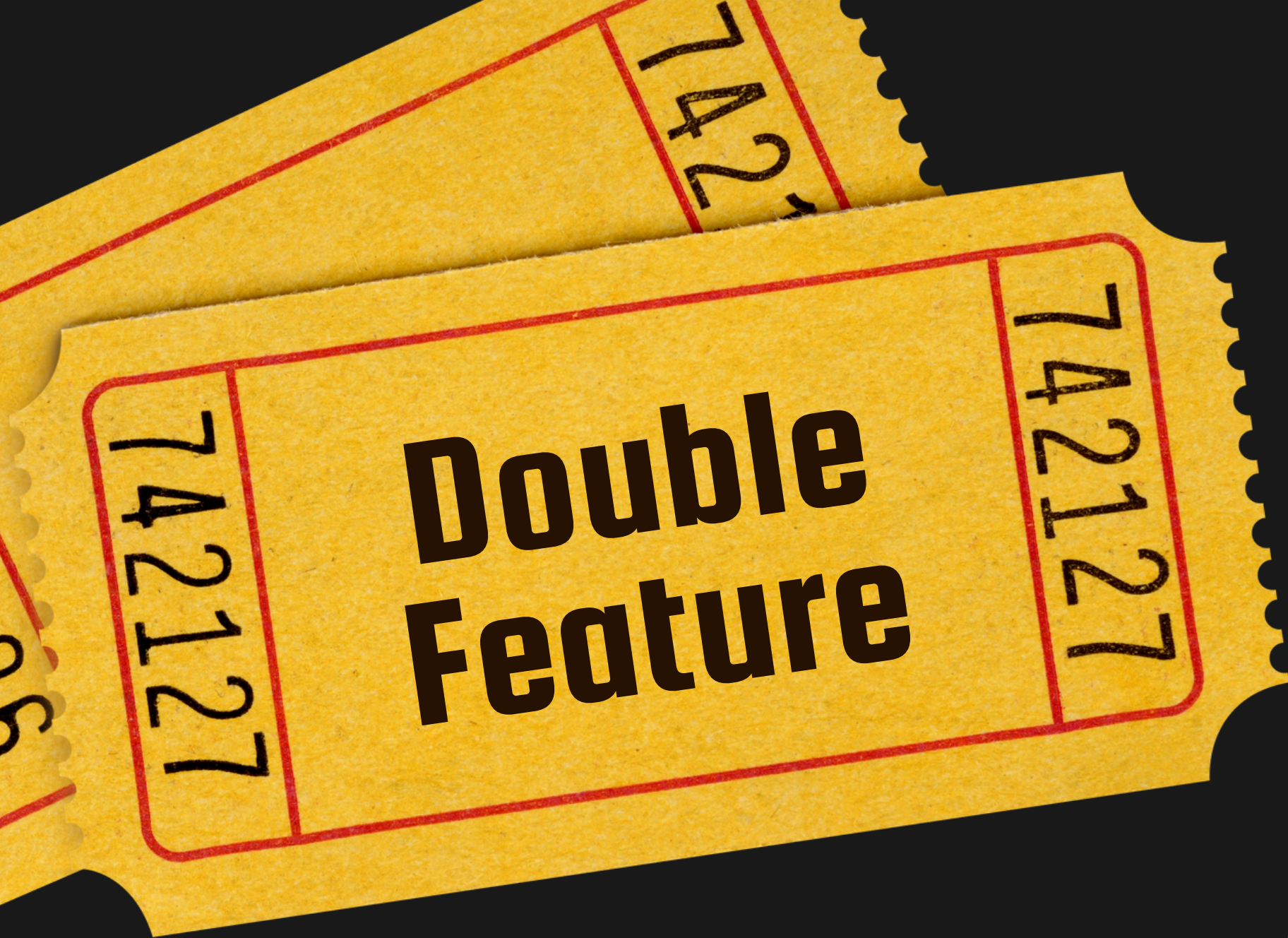


The Rocky Horror
Picture Show
Anniversary Tour

MTA and NJ Transit
Stations and Trains

Playbill

Search & Paid Social



**Exclusive discount for email
and social media broadcast
channel subscribers**

**Buy tickets to Rocky Horror,
get a discount on other 2025-26
Roundabout shows**

The Guest List

Fandom Engagement

Themed letters of notice to:

- Groups that have recently hosted or performed a showing
 - College clubs & orgs
 - Community theatre groups
 - Regional film clubs
- Fan club members
- Cosplayers & social top voices
- Roundabout loyal customers & subscribers

Dearest guest,

*It is my honor to invite you to the next party at
The Frankenstein Place...*

Yours, Dr. Frank-N-Furter



Dark Universe -> Studio 54



*Song: There's a Light | Location: Epic Universe
Ygor in front of Frankenstein Manor, Zoom In*

*Song Switch: Time Warp | Location: Studio 54
Montage from "Inside the Manor"*

Why this Social Partnership?

Ideal Audience Acquisition:
Strong Interest in Monsters and Cult-Classic IP
Desire to Travel for Quality Entertainment

Image / Universal Orlando Resort

The Rocky Horror Glee Show

Former Glee cast members join
the cast of the 2025 revival for:

- Post-show photos
- Short-form videos with
sound clips from the show
and trending sounds
- Dance re-creations
- Branded show crossovers
(ex. *Darren Criss and Maybe
Happy Ending*)



Glee: Season 2, Episode 5

Broadway Social Video Partnerships



Oh, Mary!
Director Sam Pinkleton



Death Becomes Her
Viola's Immortals Party



The Great Gatsby
Roaring On

Food Partnerships



Van Leeuwen
Rocky Horror Road

Schmackary's
Frank-N-Furter's Creation



Drama Book Shop
Touch-a-Touch-a-Touch Tea
+ show-themed display



Additional Strategies

Show Teasers

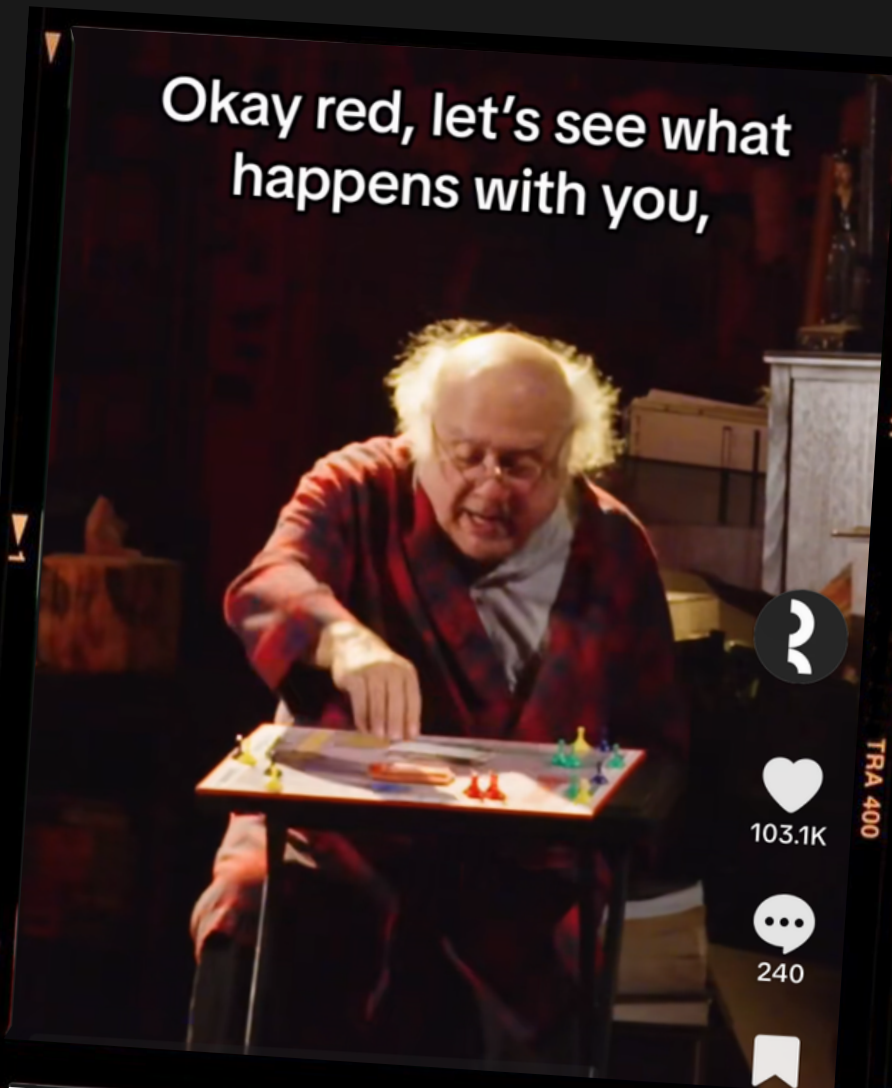
Dance Tutorials & Sing-A-Longs

Times Square Pop-Up

Televised Night Show Performances

Behind-the-Scenes Peeks

Cast-Created Content



Measuring Success

Ticket Sales

Show Capacity, Average Ticket Cost, Referral Sources, New vs. Returning Customers

Digital Media Engagement

Reach, Interactions, Click-Through Rate, Conversions

Publicity

Number of Mentions, Sentiment, User-Generated Content, Share of Voice

Partnerships

Conversions, Return on Investment, Referral Sources

*So, how do we welcome audiences
back to the manor?*



Leverage Fandom

Be Bold, Ambitious, and Collaborative

Embrace Long-Time Fans and New Audiences

Build an Experience from the First Touchpoint

Don't Dream It. Be It.