

Jason Zammit  
Marketing Director



*You run the  
show.  
I run the  
campaign.*

1

You're producing a Broadway show. There are creative teams to motivate, budgets to manage, and investors to pursue. The last thing you need to do is wrangle your marketing team. **Don't worry. I have you covered.**

Just like any director, choreographer, or designer, I use my skills and experience on top-selling shows to create **first-rate customer journeys** long before they buy a ticket. I strategically align your advertising, publicity and sales teams to ensure campaigns are **beautiful, effective, well executed, and revenue-focused**. I specialize in:

- *Team leadership*
- *Brand strategy*
- *Creative development*
- *Media planning*
- *Research, data & analytics*
- *Budget management*

I ensure that the entire team remains focused on your show, respectful of your budget, and conscious of your timelines. That said, I take full accountability for their quality of work. **The buck stops with me.**



## More about me:

***I love what I do.*** Whether it's the next Disney blockbuster, a wizarding world spectacular, or a new musical comedy from the creators of South Park, my passion for bringing the magic of live entertainment to audiences of all kinds is steeped in a life-long love of theater.

***I love solving problems and meeting challenges.*** We work in a tough business and it's getting tougher by the day. But through good storytelling, compelling value propositions, sound planning and proper research, your show can succeed.

***I love ticket buyers*** and my job is to represent the them at every step of the marketing process. I ensuring that all decisions made on the behalf of the production are rooted in who they are, where they are, and what message will compel them to purchase.

***I love having fun.*** Yes, this is a business, and we should all take our jobs seriously. But we have the good fortune of working in an industry that brings joy to millions and we deserve to share in that joy. I hold my teams to the highest standard, but I also insist that they enjoy the process.

***Let's create something wonderful together!***

# Past Success:

- *The Lion King*
- *Beauty and the Beast*
- *Mary Poppins*
- *Tarzan*
- *The Little Mermaid*
- *The Book of Mormon*
- *Wicked On Tour*
- *Death of a Salesman*
- *The Testament of Mary*
- *Betrayal*
- *A Raisin in the Sun*
- *Aladdin*
- *Frozen*
- *Harry Potter and the Cursed Child*
- *Deaf West Theatre*





# Services:



## TEAM LEADERSHIP:

Advertising agencies. Press Agents. Ticketing experts. There are a lot of cooks in the kitchen. Let me be the one they come to. While you're building your show, I will be the point of contact for all things marketing and update you in your preferred style.



## BRAND STRATEGY:

Whether launching a new production or pivoting to meet new challenges, I will navigate your team toward a strategy that works. From creative content, to media, to audience segmentation, I provide the kind of strategic thinking that gets results.



## CREATIVE DEVELOPMENT:

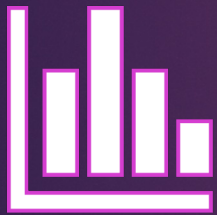
From key art, to A/V, to digital assets and web design, I inspire creative teams to develop campaign art that is both beautiful and evocative. I believe in customizing creative by audience and medium, ensuring that the most compelling elements are in proper circulation.

# Services:



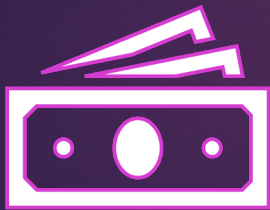
## MEDIA PLANNING:

Using a data-driven approach, I assemble media plans that focus on your customers where they are and deliver messaging and creative that drive them to purchase. These plans take everything into account including seasonality, sales trends, audience demographics, and psychographics.



## RESEARCH, DATA & ANALYTICS:

Test creative. Poll audiences. Send surveys. Learn as much as you can about your audience before you go to market. Then optimize using sales data, website data, social listening, and industry trends. I will ensure your campaign adjusts and grows over time to maximize impact and profitability.



## BUDGET MANAGEMENT:

It takes a village to run a Broadway show. And guess what? They all get paid. Budgets are living, breathing things, but overspending can put your production on life support. Once we agree on a marketing budget, I will stick to it adjusting only once approved by you and your general manager.



IT'S  
FOR  
YOU.



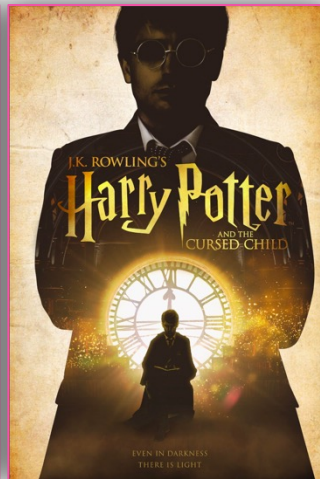
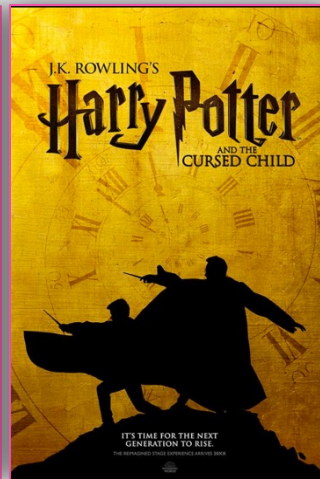
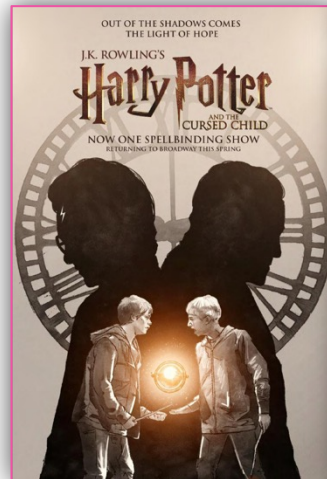
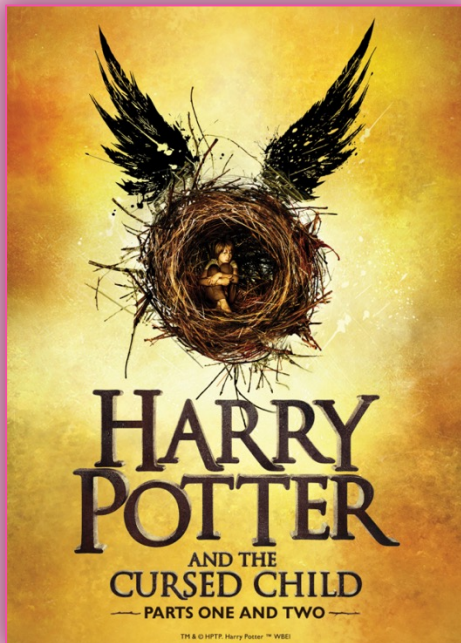
# CASE STUDIES



# HARRY POTTER AND THE CURSED CHILD

## A 180 DEGREE SHIFT

When COVID-19 shut down the theatre industry, we decided to convert the former two-part production into a single show to expand appeal and increase sales. With this creative shift the brand needed a complete overhaul, so I led a five-agency pitch to reinvent the visual vocabulary of the show. Through bold creative choices (and several rounds of revisions) we developed a new piece of key art, style guide, website, copy deck, and various campaign extensions. The new look for *Cursed Child* breathed new energy into the property, leading it to become the *highest-grossing play in Broadway history*.





# HARRY POTTER AND THE CURSED CHILD

## A DIFFERENT KIND OF TRAILER

One thing that I feel passionate about is great A/V. I love working with film crews and editors to create video assets that tell stories with strong visual concepts.

For *Harry Potter*, I knew we had a strong piece of IP, but audiences were confused. Was *Cursed Child* a retelling of the first seven books? Or was it the first book on stage? Or was I something else?

To answer these questions, I abandoned the traditional Broadway-style ads that rely on review quotes and voiceovers and let the content of the play tell the story in the style of a film trailer. This piece tells viewers exactly what the play is about and where it fits within the *Potter* canon.



Watch on [YouTube](#)



# HARRY POTTER AND THE CURSED CHILD

## ADVENTURE RUNS IN THE FAMILY

Through focus group research, we found the multi-generational aspect of the play resonates best with audiences. We took these learnings and developed a campaign that features the legacy wizards alongside their children. The tag line was simple and effective: *ADVENTURE RUNS IN THE FAMILY*.





# ALADDIN

## ELEVATE & VALIDATE

When *Aladdin* opened on Broadway, we knew families and tourists would love it. But would theatregoers and sophisticated singles would take us seriously?

Our mantra became “*elevate and validate.*” Everything we put into the market had to communicate premium quality and theatrical legitimacy.

So, we developed a series of print and online advertorials featuring facts about our outstanding creative team, and the scale of our production that would make readers view the show through a different lens.

“BROADWAY'S BIGGEST NEW HIT!”  
ENTERTAINMENT WEEKLY

BEHIND THE SCENES

### 5 REASONS WE LOVE ALADDIN ON BROADWAY

- 1 IT TAKES THE LEAD**  
ALADDIN is the top-selling new musical of the season... and a hit with both critics and audiences alike!
- 2 A TONY-WINNING PERFORMANCE THAT BRINGS DOWN THE HOUSE**  
From the moment he pops out of the magic lamp to the end of the Genie's showstopper “Friend Like Me,” James Monroe Iglehart delivers 11 minutes of pure genius. (And it's followed by a standing ovation every night!)
- 3 THE GOLD STANDARD**  
If you're looking for first-class Broadway entertainment, ALADDIN comes from a creative team with armfuls of accolades.
- 4 SONGS FOR ANY PLAYLIST**  
In addition to the five songs that appeared in the 1992 film—including the Oscar®-winning #1 hit “A Whole New World”—the Broadway show includes four new songs and three songs that were written for the film but not included due to running time.
- 5 BROADWAY'S BEST BLING**  
The show's dazzling costumes are made from literally millions of Swarovski® Crystals.

Collectively, the show's creators have won 20 GRAMMY® Awards, 17 Tony Awards® and 13 Academy Awards®—a total of 50 major awards!

Discover your own reasons to love ALADDIN! HERE ARE 3 EASY WAYS TO GET TICKETS:

ON THE PHONE 866-870-2717 | ONLINE AladdinTheMusical.com | ON THE STREET New Amsterdam Theatre, Broadway & 42nd

Discover A Whole New World with *Aladdin*

“BROADWAY'S BIGGEST NEW HIT!”  
ENTERTAINMENT WEEKLY

BEHIND THE SCENES

### GO TAKE A CLOSER LOOK AT ALADDIN ON BROADWAY

1 **JAZZ ROOTS**  
While the musical film was in development, the character of the Genie was based on jazz greats Cab Calloway and Fats Waller. Though this concept was eventually changed for the film, it was brought back to life for the Broadway show.

2 **THOSE DANCING FEET**  
Featuring an extended tap break, glittering gold costumes and massive towers designed in art deco style, the musical number “Friend Like Me” is an ode to Buddy Berkeley's 1933 classic musical musical *42nd Street*. (It's fitting, since ALADDIN plays at the New Amsterdam Theatre at 42nd and Broadway.)

3 **TRANSCONTINENTAL STYLE**  
The costume design team was globally inspired by bringing ALADDIN's fashions to the stage, importing fabrics from nine different countries: Morocco, Turkey, India, Uzbekistan, Guatemala, France, Italy, Germany and China.

4 **EVERYONE'S IN STITCHES**  
More than 350 people in 28 shops helped construct the costumes for ALADDIN, including one craftsman who also makes the angel wings for the Victoria's Secret Fashion Show.

5 **BROADWAY'S BEST BLING**  
The show's dazzling costumes are made from literally millions of Swarovski® Crystals. In fact, just one costume piece used in the finale of “Friend Like Me” contains 1,428 sparkling beads!

6 **IT'S THE BIG TIME, BUT BIGGER**  
It takes 180 people to deliver each performance of ALADDIN. This includes actors, stage crew, musicians, dressers, hairstylists, make-up artists, wardrobe and box office staff.

7 **MAGIC MOMENTS**  
With 84 special effects—including pyrotechnics, lifts, transformations and a magic carpet that actually flies—ALADDIN is always more than meets the eye.

8 **ANOTHER HIT FROM THE HITMAKER**  
ALADDIN's director/chorographer Casey Nicholuk also co-directed and choreographed the 2011 Tony®-winning Best Musical *The Book of Mormon*, giving him two blockbuster hits turning on Broadway.

9 **“MUSICAL COMEDY WISH-FULFILLMENT!”**  
—*NYC360*

New Amsterdam Theatre, Broadway & 42nd Street  
866-870-2717 | AladdinTheMusical.com

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# ALADDIN

## INFINITE POSSIBILITIES

For *Aladdin*, we wanted to develop a television concept that was a little different from the B-roll spots every other show runs. The show is gorgeous, but magic carpets and tap dancing genies might feel too twee for full price buyers.

So, we developed a concept with our agency that captured the essence of the show's energy, exotic setting, and yes, sexiness.

For copy, I decided not to lean on review quotes and wrote copy that drilled down to the central theme of the show:

**ONE LAMP. THREE WISHES.**

**INFINITE POSSIBILITIES.**



Watch on [YouTube](#)



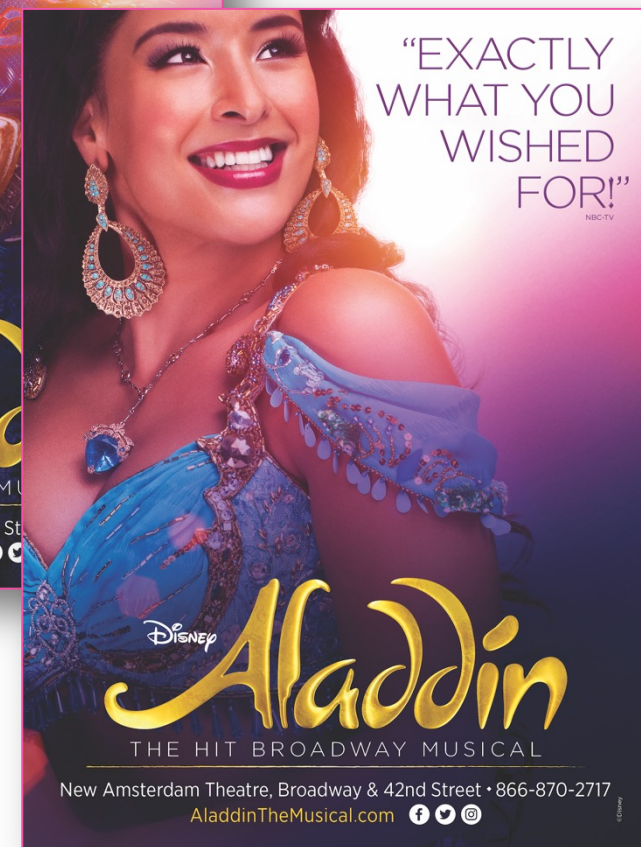
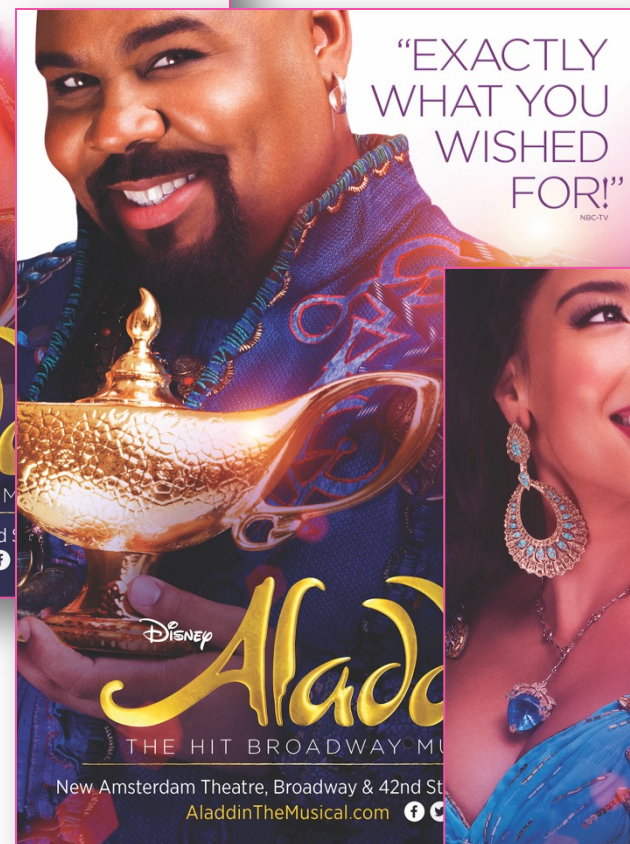
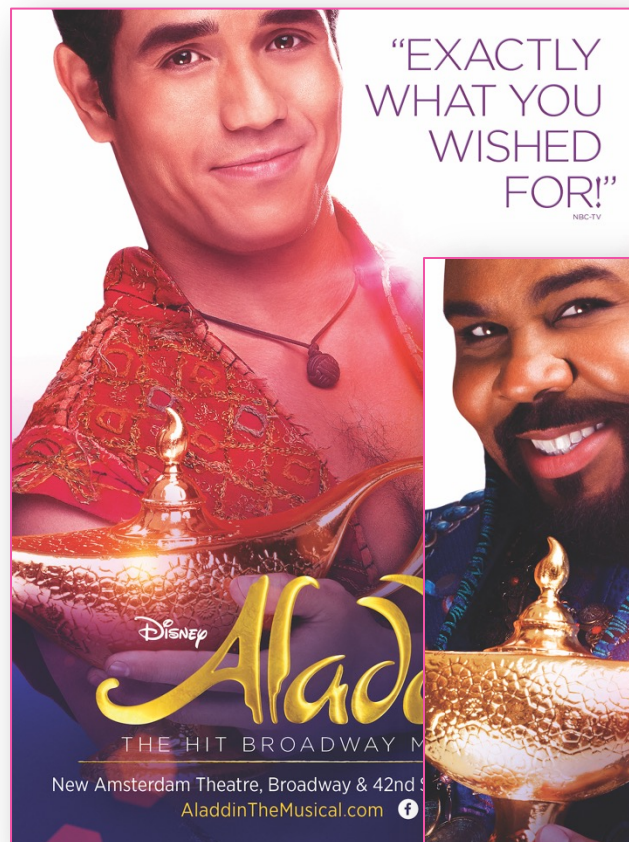
# ALADDIN

## PRINT EXTENSION

We decided to balance the fast-paced, visually stimulating TV spot with a simple character-focused print campaign presenting the actors against a white background, more like a fashion shoot than Broadway show ad.

Since we abandoned reviews in television, we anchored this campaign in our favorite quote:

*“EXACTLY WHAT YOU WISHED FOR!”*



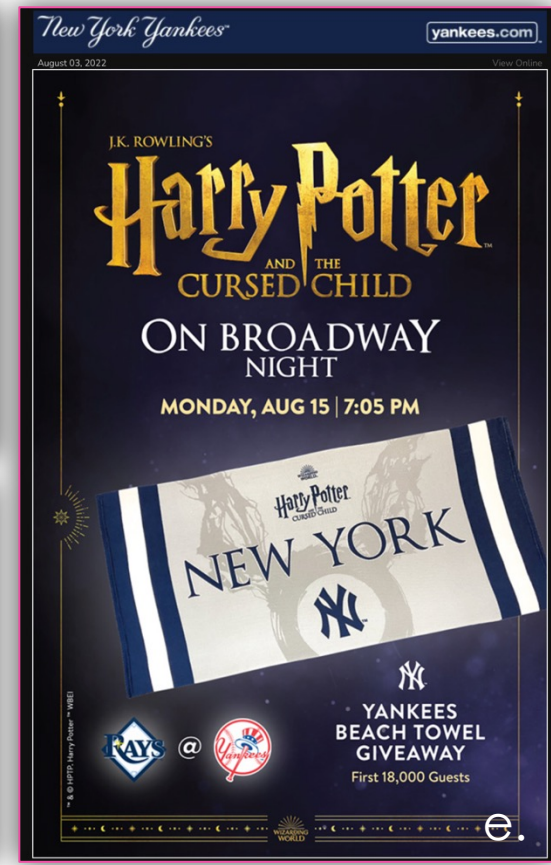






# BRAND PARTNERSHIPS

## FINDING THE RIGHT FIT



I work with brands large and small to create premium partnership experiences and content.

- a. Cursed Child x Meta Portal
- b. Cursed Child x The Edge NYC
- c. Aladdin x New Years Eve Times Square
- d. Cursed Child x Amtrak
- e. Cursed Child x New York Yankees



# NATIONAL TOURS

## BIG BRANDS ON THE ROAD

Having worked on the national tours of *Aladdin*, *Wicked*, and *The Book of Mormon*, I educate each market on the show's brand, develop media plans that align with its strategy, ensure creative assets align with its style guide, and review communications for brand voice and personality.

That said, localization is key. I can work with local teams to develop promotional plans and activations that integrate each brand into the fabric of each city.




# BRAND

## BRAND ARCHITECTURE

**PROMISE**  
ALADDIN combines the classic story audiences have come to love, with exciting new material that will exceed expectations time and again. With exhilarating choreography, show-stopping musical numbers and astonishing visual effects, ALADDIN is musical comedy wish-fulfillment brought to spectacular theatrical life.

**POSITIONING**  
ALADDIN delivers on Disney's tradition of bringing new life to cherished tales and beloved characters through the perfect blend of stunning stagecraft and illusions, timeless music and expert storytelling.

**OBJECTIVE**  
Deliver a Broadway musical comedy experience that is everything audiences wish for and more.

**IDENTITY/PERSONALITY**  
Sophisticated, confident, entertaining, spectacular, magical, luxuriant, clever, aspirational.

**PRIMARY TARGET**  
Women 35 - 55 (Urban Sophisticates, Local Tastemaker)

**SECONDARY TARGET**  
Women & Men 25 - 35 (Millennials & 30-somethings)

**BROADWAY IN HOLLYWOOD**  
2024-25 SEASON AT THE PANTAGES

GROUP SALES



**WICKED**

GROUPS OF 10+ SAVE!  
SUBMIT REQUEST




"IT'S THE FUNNIEST THING I'VE EVER SEEN, BY FAR."  
Entertainment

**THE BOOK OF MORMON**  
MAY 9 • BERGLUND CENTER  
BROADWAYINROANOKE.COM

CHICAGO'S WISH IS GRANTED!

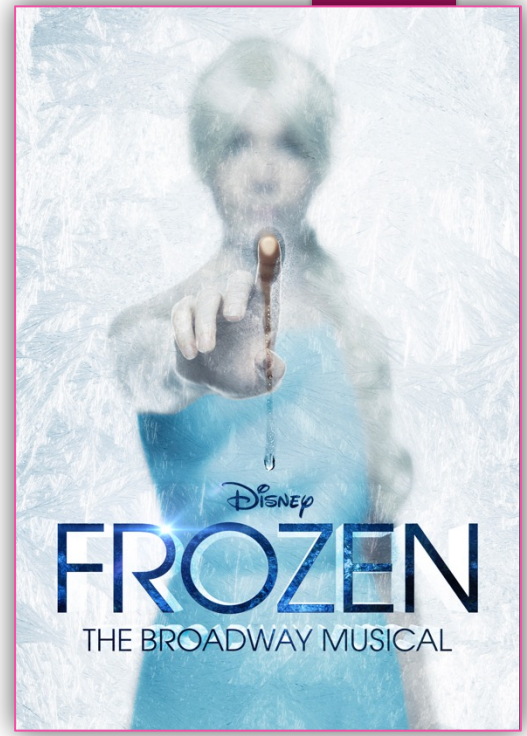
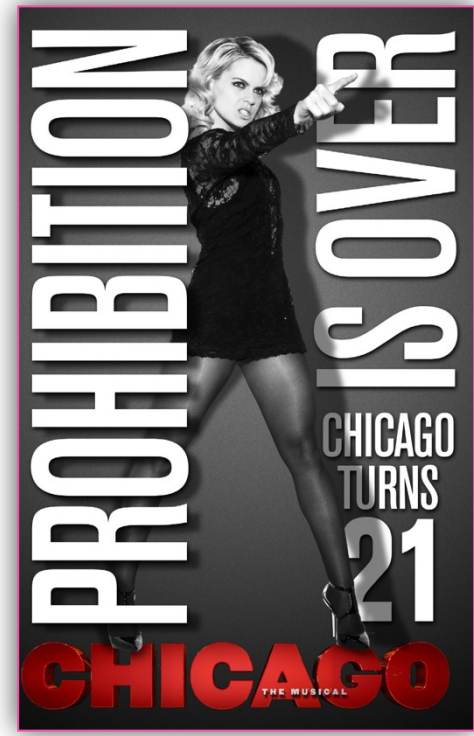
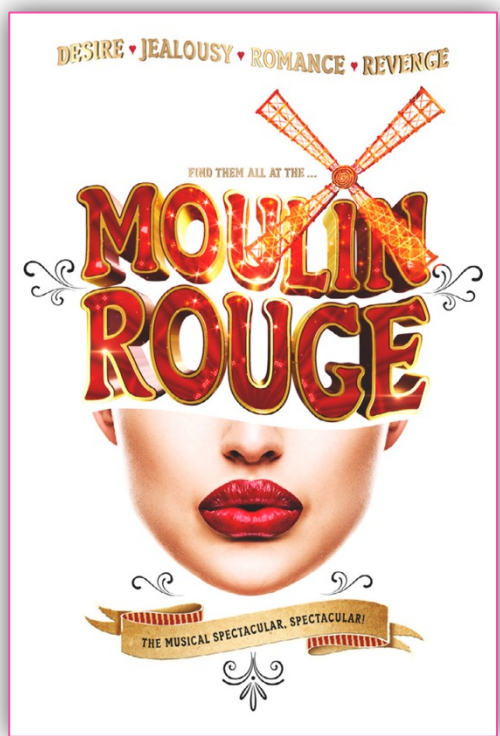
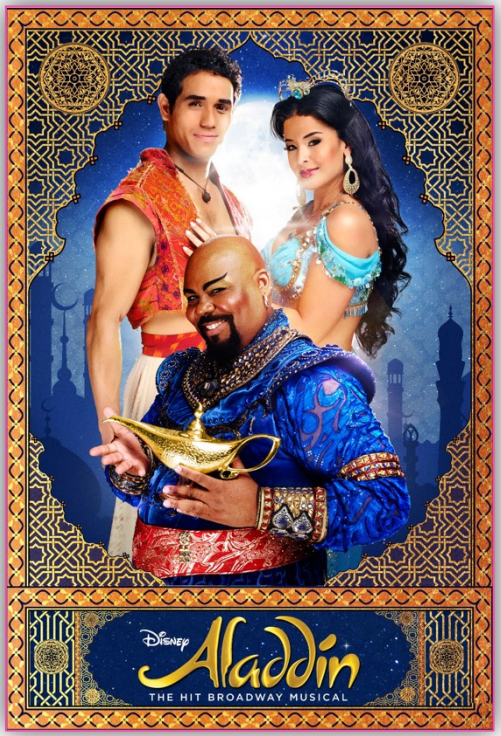
LIMITED ENGAGEMENT TICKETS NOW ON SALE!



Disney **Aladdin**  
THE HIT BROADWAY MUSICAL

BEGINS APRIL 11, 2017  
CALL 800-775-2000 GROUPS (15+) 312-977-1710  
BROADWAY IN CHICAGO.COM *Cadillac Palace*  
Tickets are available at all Broadway in Chicago Box Offices and Ticketmaster retail locations.





# CREATIVE DEVELOPMENT



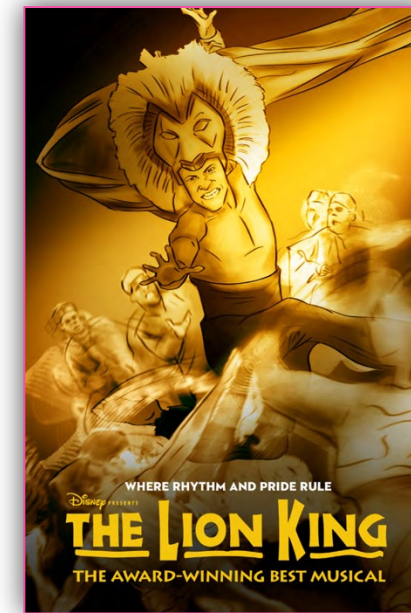
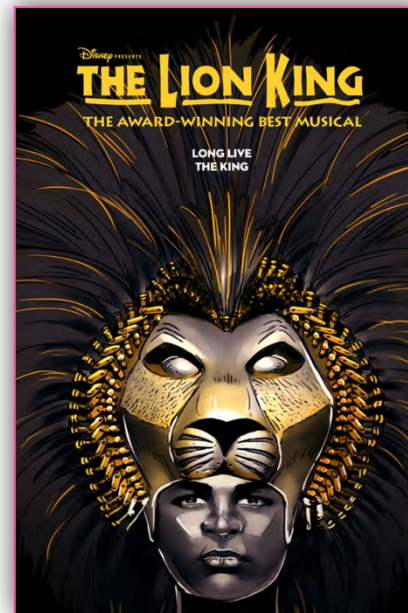
# CREATIVE DEVELOPMENT

## PITCH MATERIALS

Creative development is a passion of mine. Yes, I can manage budgets. Yes, I can manage teams. But if there was one part the job that I excel in, it's leading artists to develop dynamic creative that conveys emotion and communicates what makes a show a unique, singular experience.

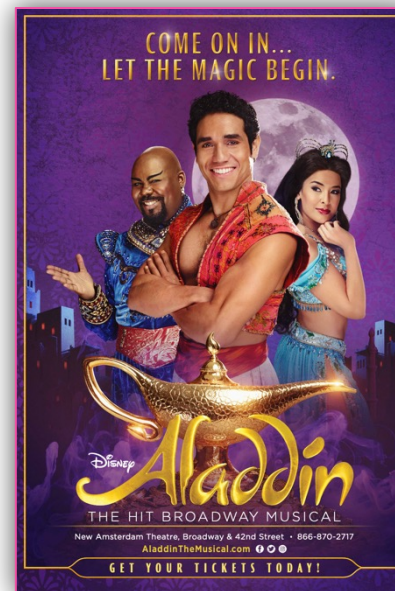
These are some pitch materials I developed with the new business team at Trailer Park in Los Angeles. While many of these never saw the light of day, they are well worth sharing.

### THE LION KING PRINT

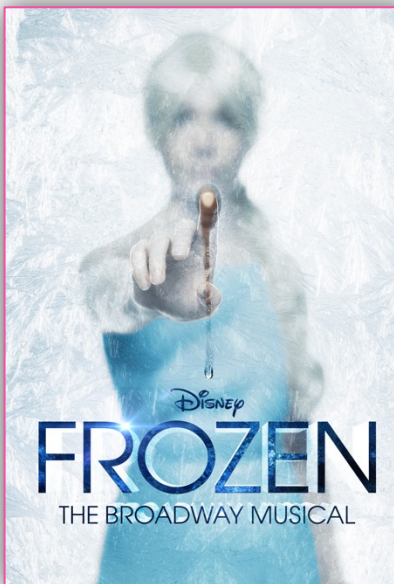
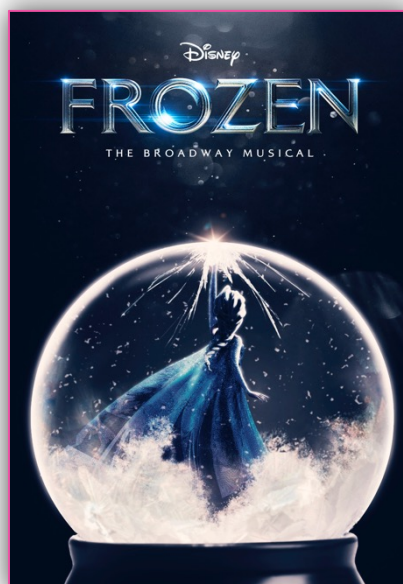
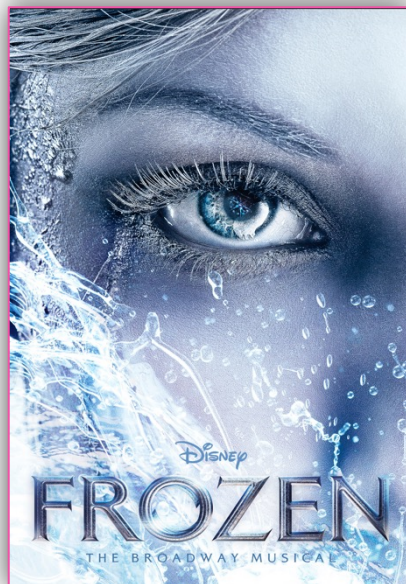




ALADDIN  
PRINT

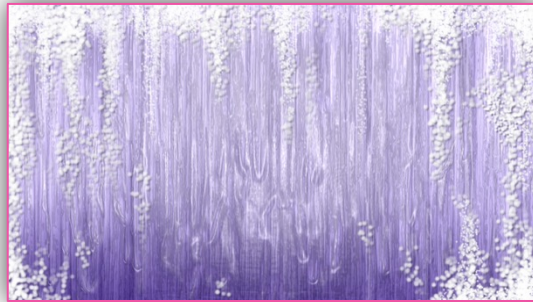
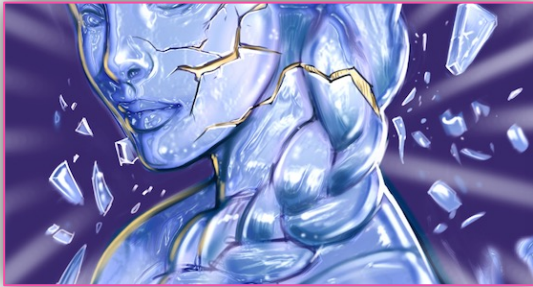
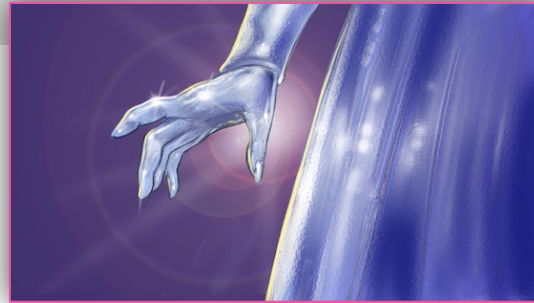


FROZEN  
PRINT



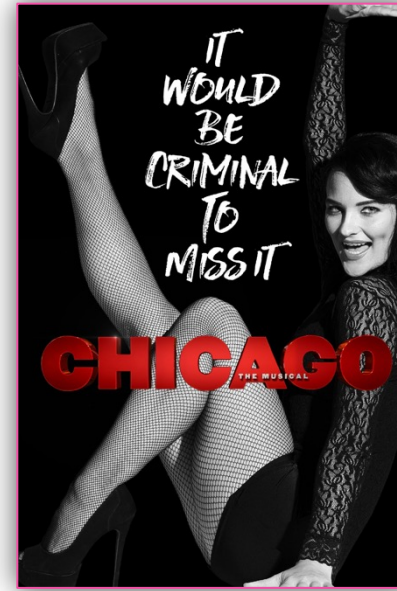
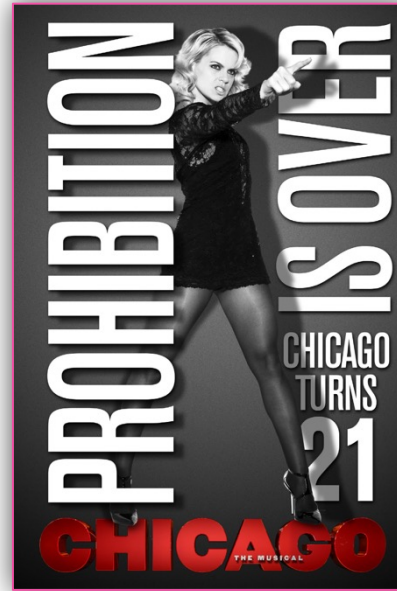
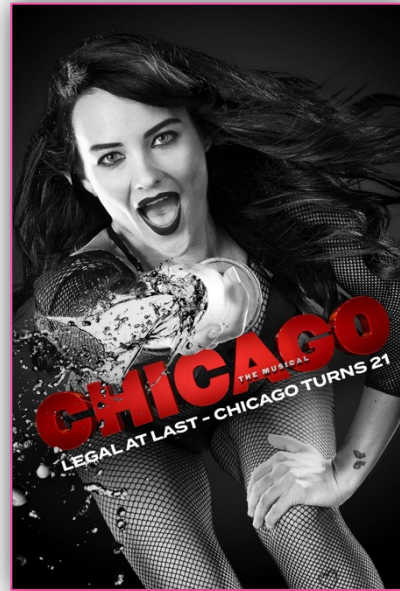
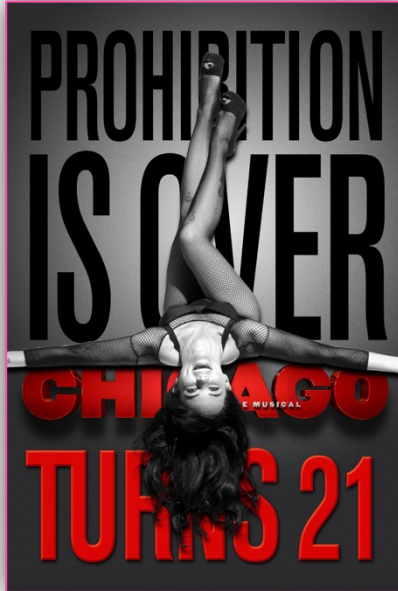


FROZEN  
LOGO  
REVEAL

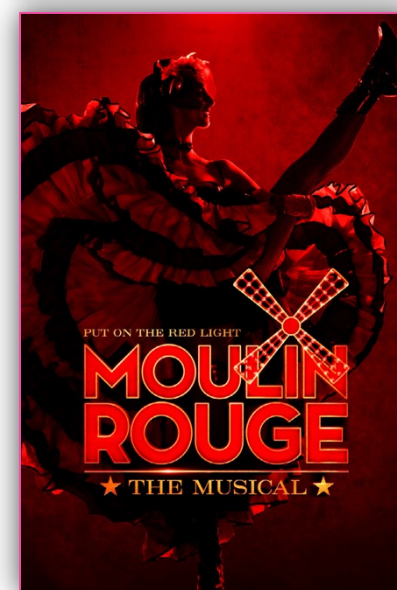
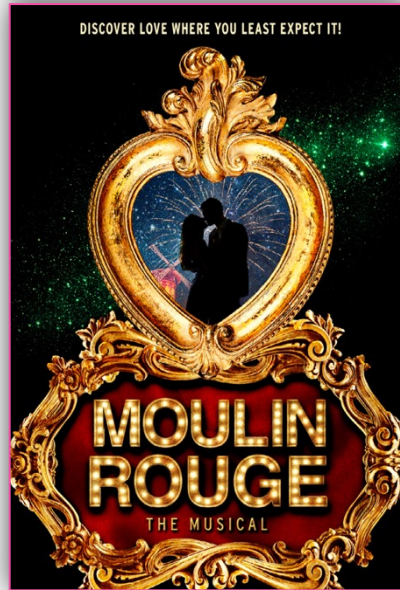
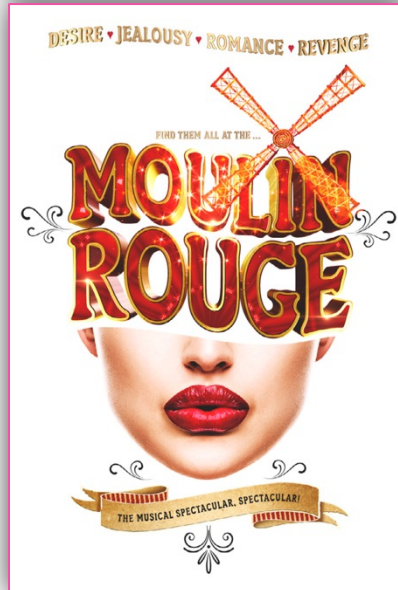




CHICAGO  
PRINT

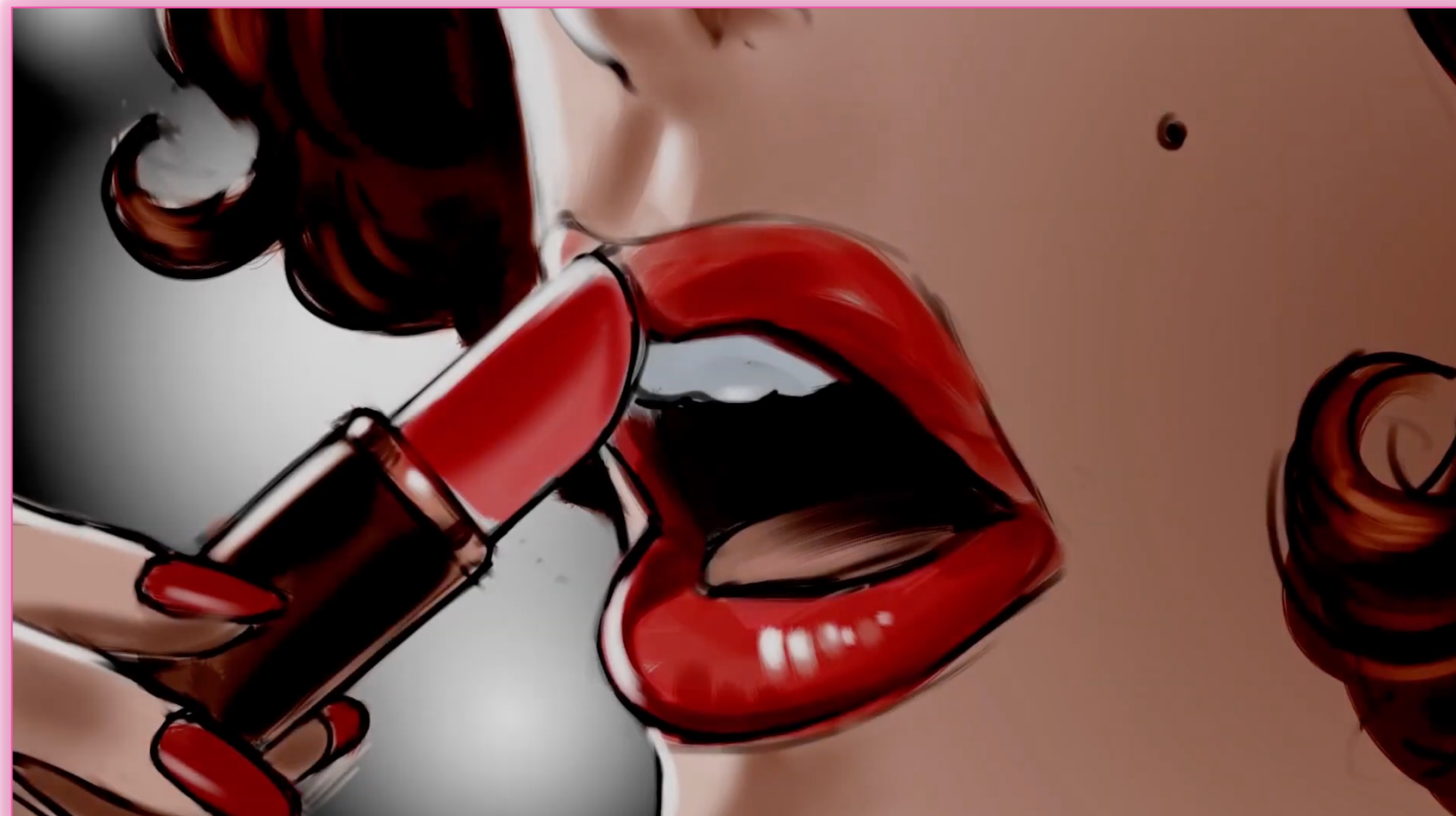


MOULIN  
ROUGE!  
PRINT





*MOULIN ROUGE!*  
TV CONCEPT



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# APPENDIX

## RESUMÉ

### Work Experience:

#### **Deaf West Theatre, New York, NY**

*Marketing & Partnership Director (Consultant)*                      *October 2023-Present*

- Develop and implement press and marketing plans promoting Deaf West's mission and impact on the accessible arts community.
- Secure corporate and community partnerships to drive revenue and increase awareness.
- Organize and execute fundraising campaigns and events.
- Devise go-to-market strategies for productions in development.

#### **Harry Potter and the Cursed Child, New York, NY**

*Marketing Director, Broadway*    *September 2019-June 2023*

- Led all advertising and marketing initiatives for the New York production, including the post-COVID rebrand and launch of the one-part production resulting in over \$250 million in revenue.
- Managed an operating budget of \$8M and a team of 15 industry professionals and across publicity, advertising, partnerships, social media, ticketing, sales, and theatre operations. Activations included national press appearances, in-theatre events, special content captures, and global partnerships.
- Oversaw single ticket and group sales strategy including pricing, direct to consumer communications, and inventory management.
- Completed comprehensive Equity, Diversity, Inclusion and Accessibility training with my fellow company members.

#### **Serino/Coyne, New York, NY**

*Group Director, Disney on Broadway*                                      *September 2018-September 2019*  
*Account Supervisor, Scott Rudin Productions*                              *April 2012-August 2013*

- Supervised internal account teams and drove strategy across advertising and communications strategy for *Frozen*, *Aladdin*, and *The Lion King* on Broadway.
- Managed a collective budget of over \$30M for all Disney on Broadway titles.
- Produced all creative materials alongside creative and production teams from concept through execution.
- Collaborated with Disney brand and sales teams to align advertising efforts with financial goals and sales projections.
- Developed media plans, ad creative, direct mail campaigns, and research projects for all Scott Rudin Broadway productions including *The Book of Mormon*, *Death of a Salesman* starring Philip Seymour Hoffman and *Betrayal* directed by Mike Nichols.
- Managed the national tour of *The Book of Mormon* and *Wicked* working with local markets on media planning and campaign management.



# APPENDIX

## RESUMÉ

### Trailer Park, Los Angeles, CA

Director, Live Entertainment Marketing

March 2017-March 2018

- Pioneered a brand-new business unit focused on client outreach and creative campaign work across all live entertainment clients.
- Pitched and acquired new business for Broadway and stage entertainment clients including TV, print, and campaign development for *Aladdin*, *Frozen*, *Chicago*, *Charlie and the Chocolate Factory*, *Chicago*, and the Broadway debut of *Moulin Rouge!*

### Disney Theatrical Group, New York, NY

Senior Manager, Marketing

August 2013-January 2017

Manager, Synergy & Partnerships

January 2007-April 2011

- Led the global launch of *Aladdin* including brand strategy, creative development, and media planning for all advertising, press and marketing campaigns across the Broadway, West End, Melbourne, Hamburg, and North American touring productions.
- Managed creative development and brand strategy for DTG licensing titles including the world premieres of *Shakespeare in Love*, *The Hunchback of Notre Dame*, and *Freaky Friday*, as well as Junior and Kids titles for grammar, middle and high school students.
- Executed promotional programs and partnerships for *Beauty & the Beast*, *The Lion King*, *Tarzan*, *The Little Mermaid* and *Mary Poppins*.
- Developed sales programs and discount offers for preferred partners alongside the DTG sales team.
- Supervised a street team of 24 including design and development of collateral, brand and sales messaging, and human resources.

### Notable Endeavors:

- **Clio Live Entertainment Awards Jury:** Serve on a panel of industry leaders to judge to award the live entertainment industry's best advertising campaigns. (June 2023)
- **Marketing Director, Broadway for Biden/Harris (Pro Bono):** Develop a digital first campaign promoting voter registration, political webinars, in person rallies, and fundraising concerts for the 2020 and 2024 Biden/Harris campaigns. (October 2020-present)

### Education:

- Bachelor of Fine Arts – The Juilliard School/New York University
- Master of Performing Arts Administration – New York University
- Certificate of Business Excellence, Chief Marketing Officer Program – Columbia University



# CONTACT ME:

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*THANK YOU!*