



AKA NYC Takes Home First-Ever Live Entertainment Grand Clio at 2022 Clio Entertainment Awards

NEW YORK – November 16, 2022 – [AKA](#)—the award-winning, fully integrated creative advertising agency representing the very best in live entertainment and iconic destinations—won big at the 2022 Clio Entertainment Awards in Los Angeles on November 15. The agency was the recipient of the first-ever Grand Clio in the Live Entertainment category for their work on *Harry Potter and the Cursed Child*.

[The winning campaign](#) was an unprecedented takeover of 51 separate digital screens in the heart of New York City, the largest-ever Times Square outdoor activation on record.

In addition to the Grand Clio recognition, AKA NYC also picked up Gold Clio Awards for *Harry Potter and the Cursed Child* (“Making Magic Real for Broadway”) and [Thoughts of a Colored Man \(Mobile Barbershop Brings Broadway to the Boroughs\)](#). They were also honored with a Bronze Clio Award for *Clyde’s 2nd Stage* (“Second Chances and Last Resorts” Trailer) and a Clio Awards Shortlist for *Girl from the North Country* (“Like a Rolling Stone” Integrated Campaign).

Clio Entertainment is the original and definitive celebration of creativity in the entertainment business. Originally established by The Hollywood Reporter in 1971, the awards program recognizes excellence in marketing and communications across film, television, live entertainment and gaming. For the full list of 2022 Clio Entertainment Award winners, visit: <https://clios.com/entertainment/winners>

About AKA NYC:

[AKA](#) is a global, full-service advertising agency with offices in the [US](#) and [UK](#). The AKA Group, including [Digital Media Services](#) and the film advertising agency [The Creative Partnership](#), delivers creative, strategic and insightful campaigns to entertainment and cultural destinations worldwide. The New York office, led by Elizabeth Furze, has a proven record for delivering creative cross-platform campaigns that get people to go places.

Current clients include: **Destinations:** Asian Art Museum, Edge at Hudson Yards, Superblue, New York Botanical Gardens, The Frick, The Metropolitan Museum of Art, and the YMCA of Greater New York. **Live Entertainment:** *2nd Stage*, *Juliet*, *A Beautiful Noise*, *A Christmas Carol*, *Ain’t No Mo*, *Funny Girl*, *Harry Potter and the Cursed Child*, *New York New York*, *Ohio State Murders*, *The Piano Lesson* and *Pictures From Home*.

For more information, visit <https://aka.nyc>.

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