

Behind the scenes with Skittles: Broadway The Rainbow

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21 JUN 2019

After a sweet showing at Cannes, Ad Age takes you behind the scenes of our Broadway The Rainbow activation with Mars - an exclusive Skittles Super Bowl commercial musical performed in front of a live theatre audience, on Super Bowl Sunday.

“Craft matters in terms of authenticity,” Colin Selikow , Executive Creative Director, DDB. “I think there was always a little bit of anxiety around [the fact that] we’re entering a world where advertising doesn’t really belong. We were very conscious about if we were getting into this world, you really have to be true to Broadway. It has to be a standalone, amazing piece of content... That’s something that came up a lot.”

[Watch the interview and read more on Ad Age. Article originally published June 21, 2019.](#)

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