



## INSIGHT

- South by Southwest (SXSW) is an annual conglomerate of film, interactive media, gaming, music festivals and conferences taking place **March 8<sup>th</sup> – 17<sup>th</sup> 2019** in Austin, Texas.
- SXSW music is the largest music festival of its kind in the world with more than 2000 acts.
- SXSW Film and Interactive events have grown every year with a host of celebrity speakers attracting wide-scale media attention.
- 21% of participating organizations identify as a start up - Twitter and Four Square are well known success stories.
- The economic impact on the Austin economy was over \$350m in 2018.
- A young and affluent audience - 68% aged 25-44 years and 37% earn more than \$150K

Source – SXSW, CNN, Campaign

## RATIONALE

- An opportunity for a wide range of brands and categories to reach a large scale and receptive audience as they spend time OOH in and around the event.
- An international audience with 25% of attendees coming from outside the U.S.
- A wide range of OOH opportunities available targeting the conference center and key arterial routes to/ from the various events.
- Creative potential for experiential and brand activations.
- Opportunities to amplify video content. Full motion DOOH (FMDOOH) has opened up a fully complementary **4<sup>th</sup> space for brands** looking to use video advertising to connect with consumers (+23% brand effectiveness when FMDOOH was added to a social plan)

## THE OPPORTUNITIES

Capitalize on the SXSW journey, cut through the clutter and reach a highly engaged audience with exclusive and strategic OOH opportunities.

Please contact Barbara Cevallos at [Barbara.Cevallos@talonoutdoor.com](mailto:Barbara.Cevallos@talonoutdoor.com) for further information on SXSW opportunities that fit your brand strategy.