

The image features a background photograph of the 'FAIR MARKET' building with a 'CAMP Yellowjackets' banner. Overlaid on the left is a large, stylized graphic of a yellow and orange flame or sunburst. The text 'SXSW 2023 CASE STUDY' is written in white, bold, sans-serif font over the graphic. The 'SHOWTIME' logo is at the bottom left, with 'SHOW' in red and 'TIME' in yellow, both in a bold, sans-serif font.

SXSW 2023 CASE STUDY

SHOWTIME

“SXSW is an exciting cultural moment and it was a privilege to create a YELLOWJACKETS-themed destination that opens up the world of this amazing series IRL ... Camp YELLOWJACKETS not only brought the 90's nostalgia but was excitingly unsettling, and invited guests to immerse in clues of what really happened out there.”

— Deva Kehoe, SVP Talent Relations, Events, Awards & Promotions, Showtime Networks Inc.



AT A GLANCE

- Location: Headquartered in New York, NY
- Industry: Broadcasting, Media & Internet
- SXSW Product Featured:
 - SXSW GO Mobile App Presenting Sponsorship
 - Hotel Room Drop
 - Big Bags

Showtime Networks Inc. (SNI), is a wholly owned subsidiary of Paramount, which features critically acclaimed original series, provocative documentaries, box-office hit films, comedy and music specials and hard-hitting sports.

THE TARGET

Ahead of the YELLOWJACKETS season 2 release date, SHOWTIME® aimed to garner excitement around the upcoming launch. Through the use of the SXSW GO Mobile App presenting sponsorship, hotel room drops, and prominent logo placement on the official SXSW tote bags, SHOWTIME increased brand awareness and generated a lot of buzz for their official “Camp YELLOWJACKETS” event.

THE APPROACH

With the SXSW GO Mobile App presenting sponsorship, SHOWTIME was able to promote and direct people to their activation through a screen-covering ad that would display every time an attendee opened the app, as well as through strategically placed banner ads. In addition, SHOWTIME utilized hotel room drops to place over 3,500 branded gift bags in every SXSW hotel room. Finally, SHOWTIME secured prominent logo placement on half of the official tote bags (25,000 total) given out to all attendees.

THE IMPACT

SHOWTIME’s prominent logo placement on the official tote bags, in hotel room drops, and on the SXSW GO Mobile App presented a strong brand presence throughout the event. The mobile ads alone received over 4,248,418 views resulting in increased interest and attendance in their activation. The distribution of over 3500 branded gift bags in hotel rooms paired with the Big Bag sponsorship also provided attendees with a tangible reminder of the brand and the event.