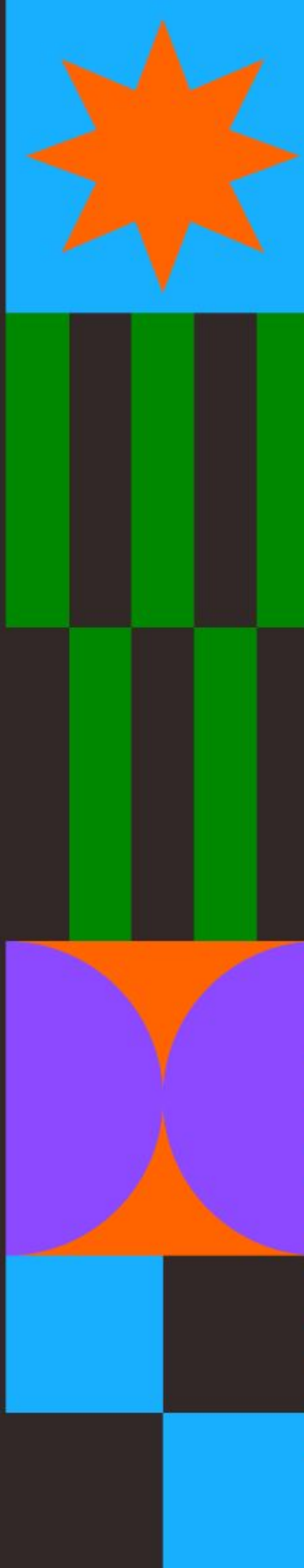


SXSW 2024



PAINTILLIO CASE STUDY



Photo Credit: @paintillio

"We were busy and we made sales. The highlight was at the end when we found a local organization to donate the Mural to, called the River City Youth Foundation!"

- Jess Devenport / Co-Founder + Director of Business Development



AT A GLANCE

- Location: Headquartered in Sechelt, BC, Canada
- Employees: 5-10
- Industry: Arts + Entertainment
- SXSW Product Featured:
 - Creative Industries Expo Booth

Paintillio specializes in transforming photos or images into custom paint-by-number kits of any size for corporate events, community gatherings, team-building activities, conferences, trade show booths, weddings, or any kind of party.

THE TARGET

Paintillio came to SXSW with three main objectives: to increase brand awareness, lead generation, and sales through an interactive demonstration of their product in the Creative Industries Expo.

THE APPROACH

With a large booth in the Creative Industries Expo, Paintillio created an engaging and immersive experience for attendees. The booth included a paint-by-numbers mural, offering attendees the opportunity to interact with the product and contribute to its creation.

THE IMPACT

With attendance reaching over 51,000, the Creative Industries Expo was the perfect opportunity for Paintillio to increase its exposure and engage with prospective customers directly. The Expo booth facilitated sales, generated over 285 scanned leads, and provided meaningful engagement with the product. Overall, the Expo booth reinforced Paintillio's reputation as a vibrant and dynamic company in the creative industry.