

# CASE STUDY

SXSW   
2022



“Staying true to Austin’s innovative, dynamic vibe, Capital One is back at SXSW for the fifth year in a row with an energetic lineup of talks and music...With SXSW 2019 less than a month away, Capital One is eager to host more than 20 talks at the Capital One House at Antone’s, plus several interactive activations.”

— Capital One



As the world's sixth largest bank, Capital One has global recognition and is ready to take their popularity to new heights. By leveraging an event like SXSW, Capital One was able to showcase programming and entertainment aligned with their company goals and target audience.

## THE TARGET

Capital One presented a diverse set of experience-enhancing partner programming hosted from Austin's legendary venue Antone's.

## THE APPROACH

Takeovers of legendary music venues to present co-curated programming added high value to the SXSW registrant experience. Compelling programming was presented in the form of day workshops, demos, and fireside chats with key industry innovators. The brand showcased new products and highlighted registrant-relevant Capital One financial solutions.

## THE IMPACT

The unique venue experiences gave Capital One the opportunity to make the most out of their SXSW experience by transforming from daytime captivating programming to exciting nighttime music performance.

## AT A GLANCE

- Location: Headquartered in McLean, VA
- Employees: ~52,000 employees
- Industry: Banking
- SXSW Product Featured:
  - Exclusive SXSW Credit Card and Financial Services partner for more than 5 years.