

SXSW 2023

CASE STUDY

 **slack**



“The various communities that you find within [SXSW], the filmmakers, and musicians and technologists, [it] really speaks to the type of communities we find work well within our product and are attracted to our brand... Those communities that you’ve brought together here for us mirror the communities that we see in our Slack.”

— Colin McRae
VP of Global Brand Marketing & Creative Strategy, Slack



AT A GLANCE

- Location: Headquartered in San Francisco, CA
- Employees: 80,000+ employees
- Industry: CRM Software
- SXSW Product Featured:
 - Super Sponsorship*
 - Technology Partnership

*Contact sales@sxsw.com to learn what is included in a SXSW Super Sponsorship

Slack is a digital workplace that brings all your people, automation and knowledge together. From Fortune 100 companies to corner markets, millions of people around the world use Slack to connect their teams, unify their systems and drive their business forward.

THE TARGET

Slack from Salesforce came into their first-ever SXSW Super Sponsorship with three main objectives: build Slack brand love, create deeper connections, and generate business impact.

THE APPROACH

As a SXSW Technology Partner, Slack from Salesforce was able to be a major part of bringing the 2023 event together. Attendees had the chance to physically step into The Future of Work at SlackHQ at their brand activation location on 3rd & Congress, and at their booth in the Creative Industries Expo which drew in over 57,000 people.

As a Super Sponsor, the Slack logo was included in all platinum event signage, and was prominently displayed on websites, mobile apps, and social media.

THE IMPACT

Slack's presence as a Super Sponsor was widely felt throughout the festival. From panels with industry leaders at Slack Studio Live to immersive ways to try out new tools, they left a lasting positive impression on attendees, customers, media, and key stakeholders. The results of Slack's Super Sponsorship were significant: On the website alone, the Slack logo received over 3 million views. They also had great success with their promoted social media package accumulating over 600,000 impressions across 9 different posts.