

# CASE STUDY

# SXSW 2022



WHITE CLAW  
HARD SELTZER  
*Surf*  
CITRUS YUZU SMASH  
5% ALC/VOL (10% ALC BY VOL)  
SPICED SPARKLING WATER OF CITRUS YUZU FLAVOR

WHITE CLAW  
HARD SELTZER  
*Surf*  
TROPICAL SMASH  
5% ALC/VOL (10% ALC BY VOL)



White Claw famously concocts one of the most recognizable summer drinks seen today and serves as a refreshment across 15 countries across the globe. To celebrate the launch of White Claw® Surf, the brand created a campaign called “Surf Like No Other” in partnership with professional surfers Ivy Miller, Hunter Jones and Blair Conklin. The launch tour culminated at SXSW where White Claw activated as the official hard seltzer of the event.

## THE TARGET

As a Super Sponsor, White Claw, with key assistance from SXSW, developed a deep product integration program where both the White Claw and Mike’s Hard brand could be sampled and purchased throughout the Conference & Festivals.

## THE APPROACH

Custom branded White Claw bars were featured within the Austin Convention Center, Registrant Lounge & Artist Village where they launched their newest line of flavors with White Claw Surf. Sister brand, Mike’s Hard also introduced their new Mike’s Hard Freeze line of flavors with a custom branded footprint at the Outdoor Stage. Additionally both brands were featured at a variety of SXSW parties and official venues throughout Austin.

## THE IMPACT

White Claw’s overall goal of getting sips to lips was surpassed and both brands far exceeded sampling numbers during the month of March.

## AT A GLANCE

- Location: Headquartered in Chicago, IL
- Employees: 649 employees
- Industry: Alcoholic Beverage
- SXSW Product Featured:
  - Super Sponsor\*

\*Contact [sales@sxsw.com](mailto:sales@sxsw.com) to learn what is included in a SXSW Super Sponsorship