

SXSW
KFW
2024



SHARPIE X PAPER MATE CASE STUDY



Photo Credit: Newell Brands

“SXSW was the perfect launchpad for the new Sharpie and Paper Mate products engaging the GenZ target audience and media.”
- Gina Lázaro, Vice President, Brand Management, Writing at Newell Brands

Sharpie x Paper Mate



AT A GLANCE

- Location: Headquartered in Atlanta, Georgia
- Employees: ~25,000
- Industry: Arts + Entertainment
- SXSW Product Featured:
 - Official Event Sponsorship

Sharpie and Papermate are innovators in the creative space. Having perfected the permanent marker and gel pens, the company is expanding across an array of creative writing tools inspiring others to tap into and confidently share their creativity.

THE TARGET

To launch the Sharpie® Creative Markers and Paper Mate InkJoy® Gel Bright! Pens, driving awareness and trial at the hub of creativity, while also launching the new “Let’s Get Creative” campaign to encourage attendees to tap into their creative potential.

THE APPROACH

By hosting a multi-day official event, Sharpie and Paper Mate created the perfect opportunity to engage attendees and drive broad media coverage. The event included multiple areas for attendees to try out the new Sharpie and Paper Mate products, and take home some custom swag. Attendees were also encouraged to imagine and draw their own cocktail, which would then be brought to life by the Sharpie X Paper Mate Studio bartenders. As an Official Event, Sharpie and Paper Mate were able to leverage SXSW trademarks across press and marketing materials as well as appear in official conference communications, like the SXSW website, email blasts and schedule.

THE IMPACT

The Sharpie X Paper Mate Studio attracted 5,088 total event attendees and lines down Rainey Street all weekend. Approximately 27,000 Sharpie Creative Markers and 12,000 Paper Mate InkJoy Gel Bright! Pens were sampled. 745.9MM total earned media impressions across online and social coverage – and still growing. The activations and events were a resounding success.