

2025 CLIENT CASE STUDY

S. PELLEGRINO

PHOTO CREDIT: JORDAN HEFLER



"We brought the Italian spirit to Austin with an immersive, outdoor tasting experience that celebrated Ciao's bold flavors and vibrant personality."
JoAnn Emale, Brand Activation Manager, S.Pellegrino & Acqua Panna





AT A GLANCE

- Industry: Food & Beverage Services
- SXSW Product Featured:
 - Multi-Day Street Activation
 - Digital Brand Page

Sanpellegrino aims to nurture the art of tasteful living, today and for the generations to come by connecting with the communities of the world, championing the people who hold the future of taste in their hands.

THE TARGET

The S. Pellegrino activation at SXSW aimed to spread brand awareness and support their new product launch. The three-day experience brought the taste and sparkle of Italy to downtown Austin in a creative and interactive way.

THE APPROACH

By activating along Congress Avenue, the S. Pellegrino footprint was a prime location in front of the Paramount theatre and had ample pedestrian foot traffic that reached maximum numbers of consumers. The activation included customized tote bags, Ciao sparkling waters, and the essence of Italian spirit.

THE IMPACT

With 7,000 cans distributed and 2,500 custom bags made, the three-day activation created an unforgettable experience filled with sips and connection. S. Pellegrino saw growth within the number of products handed out, custom bags created, and digital impressions.

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“It was incredible to see how attendees engaged with the brand through storytelling, sensory touchpoints, and curated moments that left a lasting impression. SXSW continues to be a powerful platform to merge culture and commerce, and this year truly reminded me of the magic that happens when strategy meets experience.”

JoAnn Emale, Brand Activation Manager, S.Pellegrino & Acqua Panna

