

2025
CLIENT
CASE
STUDY

LAUNCH TENNESSEE

PHOTO CREDIT : LAUREN LINDLEY



"The return of Tennessee House was a tremendous success, and we are thrilled with the significant increase in registration and attendance year-over-year as well as the palpable buzz and excitement and all the anecdotal feedback we received while on-site."

Rory Levine, VP Marketing, Launch Tennessee



PHOTO CREDITS:
DAVID BRENDAN HALL; JIM STONE



AT A GLANCE

- Location: Headquartered in Nashville, TN
- Employees: 18
- Industry: Non-Profit, Government
- SXSW Product Featured:
 - Multi-Day Official Event

Launch Tennessee is a public-private partnership that supports entrepreneurship and economic development with a goal of making Tennessee synonymous with high-growth startups.

THE TARGET

The Tennessee House activation at SXSW aimed to showcase developments in emerging tech, innovation, and culture across the state, highlighting the creative and inventive minds powering Tennessee's startup ecosystem. LaunchTN successfully connected some of the state's brightest and most promising founders with global thought leaders and venture capitalists gathered in Austin for SXSW.

THE APPROACH

By becoming an official event, Tennessee House was included on all official SXSW schedule listings on both schedule.sxsw.com and the SXSW GO Mobile app. The event incorporated Tennessee branded swap, fun refreshments, and dynamic programming that allowed attendees to get a taste of what makes the Volunteer State such a special and rewarding place to call home and grow a business.

THE IMPACT

With over 13,000 RSVPs, almost 4,000 attendees, and 30,000 web page views, the Tennessee House was a tremendous success. In their second year, LaunchTN saw an 80% increase in attendance, the buzz delivered huge crowds queued up down the block all weekend.

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“The SXSW products get our message and brand in front of tens of thousands of qualified and valuable attendees as well as generate impactful word-of-mouth buzz and chatter. We're very proud to be able to showcase so many Volunteer State successes and to bring together leaders from global powerhouse companies and rapidly-scaling startups to Austin for an exceptional three days celebrating 'Tennessee for You and Me!'
Rory Levine, VP Marketing, Launch Tennessee

