

2025 CLIENT CASE STUDY

HUMANIZEHER

PHOTO CREDIT: ALINA TYULYU



<https://www.humanizeher.com>

"The palpable energy of innovation [at SXSW] and the shared curiosity among attendees created a strong sense of community, almost like a large family supporting each other's endeavors."
Erica Lockheimer, CEO and Founder of HumanizeHer

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AT A GLANCE

- Location: Bay Area, CA
- Industry: Technology, Information and Internet
- SXSW Product Featured:
 - Partner Programming – Podcast Daily Takeover
 - Exhibition Booth

The HumanizeHer Podcast cultivates a world where every woman thrives, shattering glass ceilings and redefining success on her own terms.

THE TARGET

HumanizeHer aimed to attract high-profile guests, as they challenged themselves by taking their podcast on the road and recording live for the first time.

THE APPROACH

The SXSW Podcast Lounge, along with the opportunity it provided for higher-profile guests to gain increased recognition for their craft, directly supported HumanizeHer's goals of growing its follower base, enhancing brand recognition, and building credibility. By offering a platform for guests to shine, the lounge made participating in the live podcast a more attractive proposition. The tangible products offered at the event served as physical representations of the brand and the unique experience it provided, fostering a deeper connection with attendees and extending the brand's presence beyond the live recording.

THE IMPACT

Associating HumanizeHer with the dynamic environment of SXSW significantly boosted their credibility within the podcasting and related industries. The initial surge in followers and the acquisition of new leads provided tangible metrics to gauge the immediate return on investment in terms of audience growth and potential future engagement.

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***“SXSW was truly a magical and invigorating experience...
I particularly enjoyed the intimate connections made, both at
our own booth and while proactively introducing ourselves to
others, fostering new relationships.”***

Erica Lockheimer, CEO and Founder of HumanizeHer

