

SXSW
KFW
2024



CREATIVE ECONOMY TEAM CASE STUDY



The Immersive Futures Lab at SXSW provides a unique opportunity for innovators from the creative industries to showcase their projects to a diverse and international audience. The activation enabled valuable connections with producers, distributors, investors, and collaborators, offering a unique platform for sharing knowledge, gaining feedback and generating connections. SXSW provides a unique blend of practitioners, creators, startups, major corporates, policymakers and the Immersive Futures Lab created a platform to showcase its projects to this audience and bring them to an international stage.

- Sam Michel, Director (Comms & International)

Photo Credit: Immersive Futures Lab / Chele Gutek / Simon Shackleton



AT A GLANCE

- Location: Headquartered in Bath, UK
- Employees: 15
- Industry: Events & Marketing
- SXSW Product Featured:
 - Lounge

Creative Economy Team specializes in event direction, partnership, and consultancy support for projects including collaborations between the research community and industry. The Immersive Futures Lab at SXSW 2024 brought cutting-edge projects supported by international delegations.

THE TARGET

The aim was to bring together creators with producers, distributors, and investors to share knowledge, gain feedback, and generate new business and investment.

THE APPROACH

SXSW provided a unique audience, both in scale and breadth for the creators and producers taking part, featuring 11 projects from the UK and Québec. Located in the prominent Fairmont Hotel, the Immersive Futures Lab was in direct foot traffic of attendees interested in both the XR Conference Track and XR Experience Exhibition. The lab was also featured on the official SXSW Schedule and SXSW GO mobile app for attendees to find and favorite.

THE IMPACT

The 2024 event exceeded Creative Economy Team's best attendance, with over 1.5k visitors and a staggering list of blue-chip companies from a range of key sectors visiting.

- Approx 1k+ visitors to the lab across the 3 days
- 43 countries represented
- 53 university and government agencies represented
- Companies visited included: Adobe, Red Bull Media House GmbH, Universal Pictures, BBC, Sony Pictures Entertainment, Magic Leap, Netflix, Dentsu Creative, Weber Shandwick, IDEO, Wieden+Kennedy, Ogilvy, Chanel, Estee Lauder Companies, Mattel, Globant, DeepMotion, Dentsu Inc., Moment Factory, Walt Disney Imagineering, Epic Games, Mutek, Automattic, Sony Group Corporation