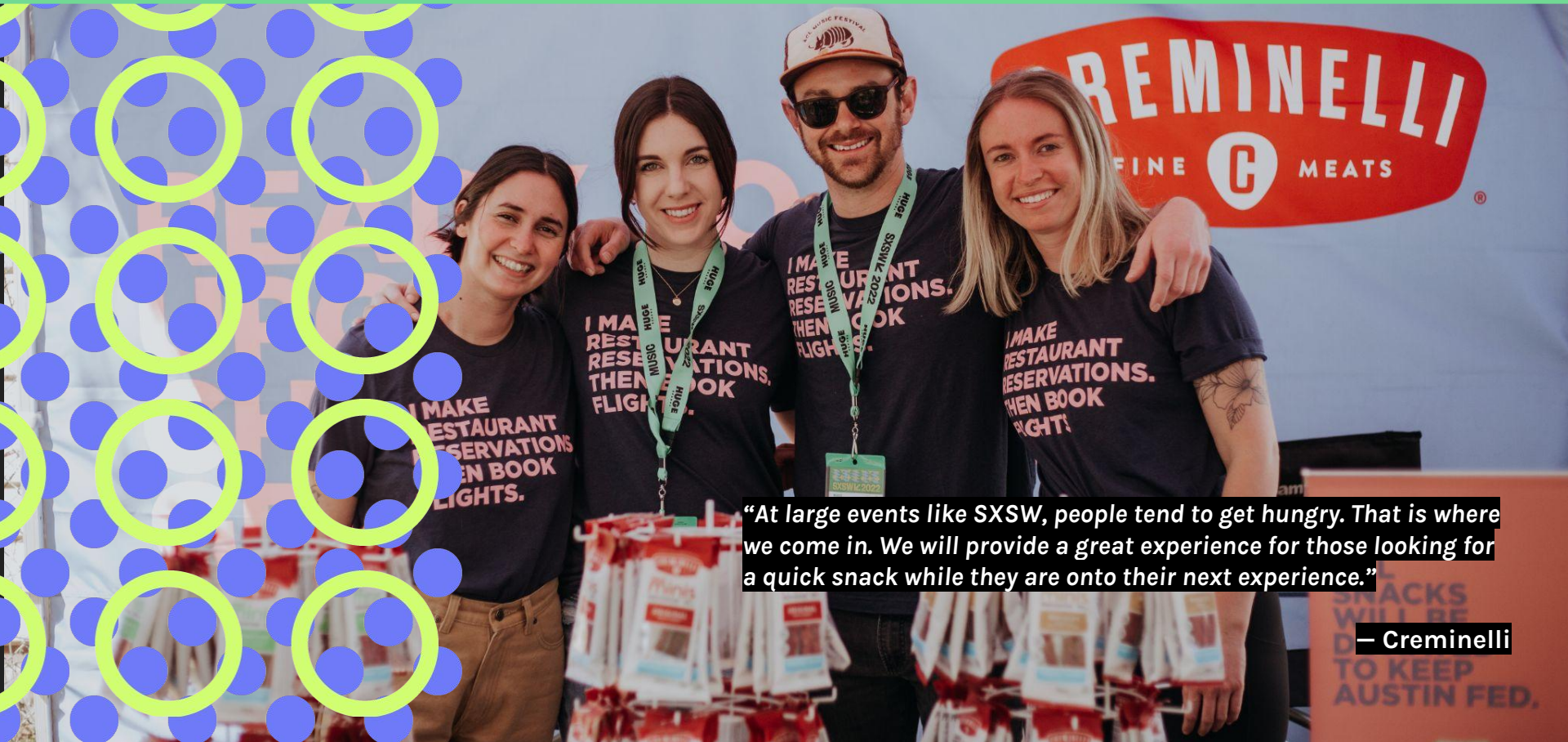


# CASE STUDY

# SXSW 2022



*“At large events like SXSW, people tend to get hungry. That is where we come in. We will provide a great experience for those looking for a quick snack while they are onto their next experience.”*

— Creminelli



Creminelli Fine Meats crafts high-quality products and fuels foodies across the country with charcuterie-grade snacks on the go. The brand that started in a Salt Lake City grocery store basement has now grown into a nationally distributed brand.

## THE TARGET

The nationally distributed brand went into SXSW with three main goals; to increase brand awareness and trial, to gain loyal customers, and emphasize their sustainability initiative.

## THE APPROACH

Creminelli harnessed the power of the midday munchies by activating within the SXSW Registrant Lounge. The perfect opportunity to connect with conference & festival attendees in a casual environment while providing a protein packed snack.

## THE IMPACT

Creminelli was able to increase brand awareness and reach a diverse, international group of attendees in the SXSW Registrant Lounge, providing a unique opportunity to penetrate new markets across the nation and beyond. Over 3,000 new leads were accumulated during this event, exceeding their initial goal. While a guest in the city of Austin, Creminelli was still able to promote sustainability initiatives by donating snacks to the Austin Food Bank throughout the event while also working toward their March 2022 goal of all snack trays produced by using 80% post-consumer recycled plastic.

## AT A GLANCE

- Location: Headquartered in Salt Lake City, UT
- Employees: ~200 employees
- Industry: Food & Beverages
- SXSW Product Featured:
  - 10 x 10 activation in the Registration Lounge