

CASE STUDY

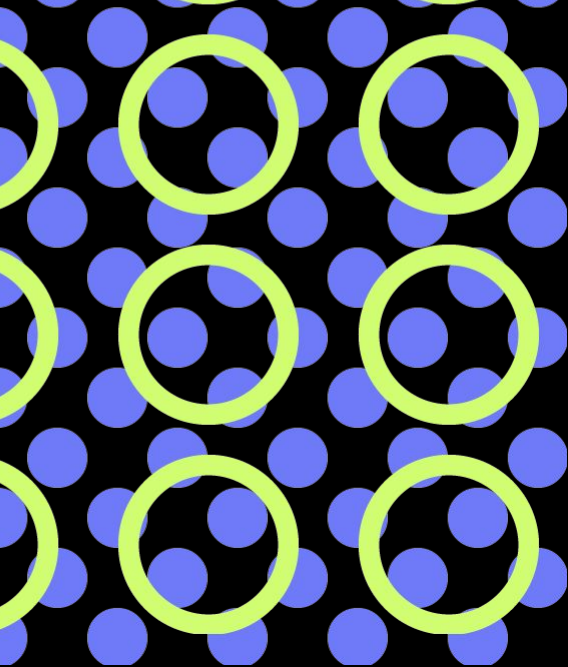
SXSW 2022 ↙

realself.



“SXSW puts the RealSelf brand in front of a core audience who may not know of our offering. The repetition and reach of the pedicabs is an attractive and low-cost effort for us to get our brand in front of as many eyeballs as possible in a short period of time.”

— RealSelf



AT A GLANCE

- Location: Headquartered in Seattle, WA
- Employees: 169 employees
- Industry: Technology, Health and Beauty
- SXSW Product Featured:
 - E17 Full Wrap Pedicabs

From emerging noninvasive technologies to cosmetic surgeries, RealSelf is an online destination for making cosmetic treatment decisions and connecting with doctors. Serving more than 100 million patients annually across more than 170 countries, people from around the world can depend on RealSelf.

THE TARGET

In hope of disrupting modern-day beauty, RealSelf sought to educate registrants about their upcoming RealSelf House of Modern Beauty (HOMB) in Austin as well as increase brand awareness nationwide.

THE APPROACH

RealSelf aligned their event objective and targeted the audience by taking advantage of pedicab wraps. While popular with young, trendy adults who may invest heavily in cosmetics, the bold and witty content also caught the eye of SXSW registrants as well as consumers in the downtown Austin's.