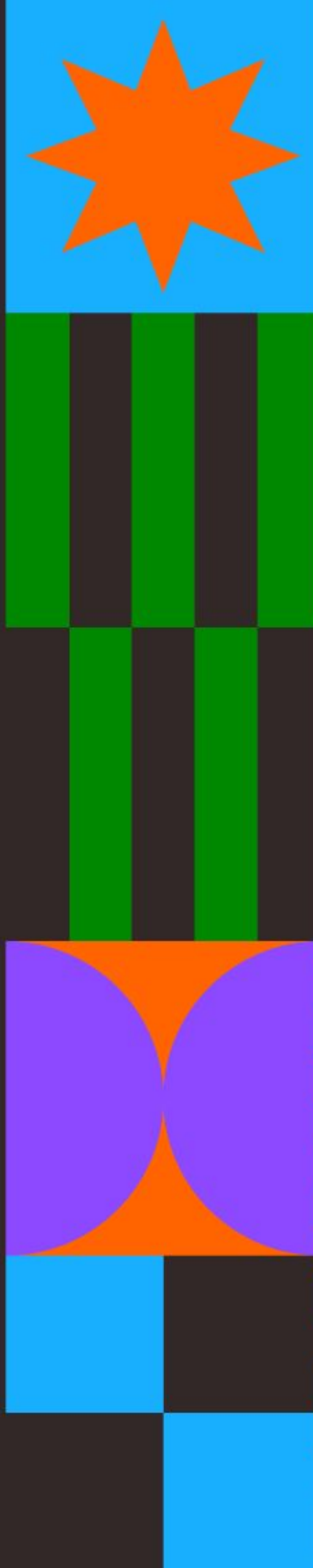


SXSW
2024



YOU42 CASE STUDY



“We had a wonderful experience as the official sponsor for the Film and TV Shorts Category. Having our ad played before each individual screening as well as during the Awards Ceremony gave our brand heightened exposure across the entire film and TV portion of SXSW. Our sponsored industry happy hour had a great turnout and we were able to connect with filmmakers directly. The SXSW team ensured all of the films in the Shorts Category had "Sponsored by You42" tags on the online schedule and the SXSW app prior to and during SXSW, which added to our brand awareness.”

- Jessa Baron, Marketing Manager, You42



AT A GLANCE

- Location: Headquartered in Atlanta, GA
- Industry: Content Creation
- SXSW Product Featured:
 - Film & TV Awards Category Sponsorship

You42 is a one-stop-shop for all kinds of content, where creators can take control of their distribution and reclaim ownership of their creativity. The You42 platform provides creators around the globe with the freedom they need to engage with their fans while getting paid for their work.

THE TARGET

You42's sponsorship of the Film & TV Shorts category, consisting of five sub-categories, aimed to spread the word about the platform and provide support in the form of a cash award to the next generation of filmmakers.

THE APPROACH

By sponsoring the awards, the You42 logo was included on slides throughout the Film & TV Awards. They also received a 15-second ad played before the award announcement. You42 awarded three \$1,000 cash prizes for the jury winners of the Narrative Short Competition, Documentary Short Competition, and Animated Short Competition, providing the winners with funding for their next project.

THE IMPACT

The Film & TV Awards were attended by 400+ people, a majority of whom were filmmakers. You42 also had the opportunity to take photos with the winners of the awards, giving them the opportunity to connect directly with them. You42 also received a Digital Brand Page that received 190+ page views.