



# BRAVE VR

SXSW 2026 CLIENT CASE STUDY

# Strategic Approach

BRAVE VR is the world's first performance training program using virtual reality and fully-immersive learning.

## INDUSTRY:

- Ed Tech

## PRODUCTS FEATURED:

- Exhibition Booth

*“We loved SXSW! We laughed, we cried (happy tears) and had so many brilliant conversations with new clients and friends. This was a brilliant, high impact way for us to get exposure and gain insight into how our product resonates.”*

**Eliza Kiers, Creative Director & Founder, BRAVE VR**



# Performance *Breakdown*

## THE TARGET

Following success with numerous prominent Australian organizations, Brave VR's objective was to evaluate the reception of the value proposition among audiences in the United States. The overall goal focused on enhancing brand recognition and driving lead generation.

## THE APPROACH

The expo booth helped facilitate face-to-face interactions with hundreds of senior executives from prominent global firms, such as Toyota, Microsoft, and Bayer Pharmaceuticals. Brave VR observed that these participants were not only open to their ideas but also displayed a higher level of engagement than their Aussie audiences. By connecting with peer organizations in the VR and educational sectors, Brave VR established a clearer understanding of their product's standing within the global landscape.

## THE IMPACT

Brave VR leveraged the high volume of foot traffic at the expo to gather contact information from 150 distinct organizations. This engagement resulted in a 30% increase in their sales pipeline, demonstrating a successful impact on lead conversion and effective reach within their target demographic.

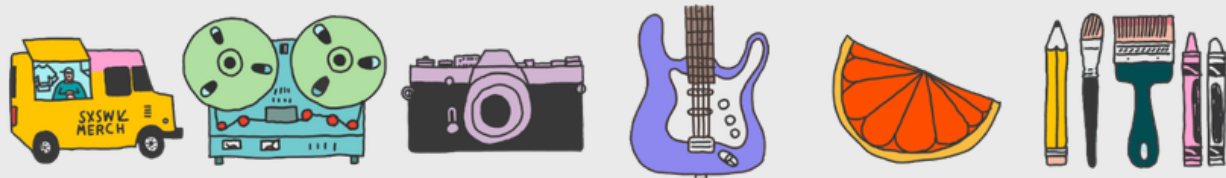




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*"We found the themes and panel discussions for the live events were perfectly aligned to our product and approach, which helped to reinforce discussions with leads."*

