

ACCENTURE

SXSW 2026 CLIENT CASE STUDY



Strategic Approach

Accenture is a leading global professional services company that provides a broad range of services and solutions in strategy, consulting, technology, operations, and Accenture Song. With a focus on digital transformation, cloud, data, and artificial intelligence (AI), the company helps clients across more than 40 industries and 120 countries reinvent their businesses.

INDUSTRY:

- Consulting/Technology

PRODUCTS FEATURED:

- Official Event

“We truly believe our [Official Event] gave us the boost that we needed. We had folks connect with our demos on the first floor as well as our Adweek Takeover and the first step is always getting people in the door.”

ACCENTURE



Performance *Breakdown*

THE TARGET

Accenture sought to establish a partnership with SXSW to enhance brand visibility among badge holders and provide them with an opportunity to gain deeper insights into the company.

THE APPROACH

With an official event, Accenture was taken to a new level at SXSW. Accenture showcased 10 panels throughout the week that covered topics such as Creativity, Data & AI, and the Future of Tomorrow. The first floor had nine demos which highlighted the newest technology within several different industries. The brand had amazing leaders' takeover their office bringing in lines that wrapped around the corner. Six Accenture leaders had the opportunity to speak on the mainstage at the conference - which gained traction to the overall activation. Promoting sessions through SXSW's official materials and website increased exposure to badgeholders, driving high foot traffic to the space.

THE IMPACT

The strategic association of Accenture with the vibrant atmosphere of SXSW significantly boosted their ROI through meaningful engagement and enhanced brand recognition. The official event attracted more than 2,000 attendees over the course of the week and generated in excess of 175,000 social media impressions. Ultimately, this collaboration effectively elevated brand visibility and established a highly successful partnership.

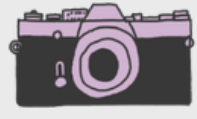
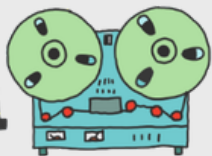




**Turning Ideas
Into Impact**



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BE A PART OF SXSW 2027**



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PHOTO CREDITS:
Maria Cardillo



"We ended the week with a grateful heart to everyone who came out and enjoyed the experience with us. Thank you SXSW for such a great collaboration."

