

Brisk @ SXSW



Mission:

Leverage PepsiCo partnership with SXSW to kick-off the Brisk “Kinda Out There” campaign with a hyperlocal grass roots activation- including product trial, digital sweepstakes via social media and overall brand saturation in Austin during key days of SXSW.

Means:

Pre-event placement of custom signage elements in local venues for 4-week flight
3-day event activation with a custom branded vehicle that served as a grab & go sampling station, brand ambassadors, digital sweepstakes and on-site prize redemption

Results:

- ✓ **30 MM** total social media engagements
- ✓ **9,052** cans sampled
- ✓ **77** custom signage placements in local market

