

# MEC@SXSW INTERACTIVE

Key takeaways that sit at the intersection of technology, media and culture

A large, dark grey, irregularly shaped graphic containing the SXSW logo and event details. The graphic is decorated with various elements: a green curved shape on the left, two blue right-pointing triangles on the right, two orange squares at the bottom, and a grey patterned shape at the bottom right.

**SXSW**  
March 7-16 Austin 2014  
**Music Film**  
**Interactive**

**MEC**

**This year's South By Southwest® Interactive Festival featured over 30,000 attendees from 74 countries, with over 1,300 official sessions and diverse keynote speakers covering topics ranging from creativity to DNA to space.**

This 5-day event sits at the intersection of technology, media and culture, making it a must-see for those looking to be inspired.

Positioned as 'an incubator of cutting-edge technology and digital creativity,' SXSWi can be likened to a marketplace of ideas, bringing together the brightest minds from across diverse industries to present and debate on a range of topics.

The resulting environment is one that breeds creativity, ignites disruption and ultimately inspires a new way of thinking. Those who attended left not only with a deeper understanding of where technology is heading, but also with new ideas and perspectives, fueled by content, creativity and inspiring people.



# 6

TRENDS FROM  
SXSW  
INTERACTIVE  
2014 & WHY  
THEY MATTER  
TO YOU



## OVERALL, ONE THEME STOOD OUT THIS YEAR...

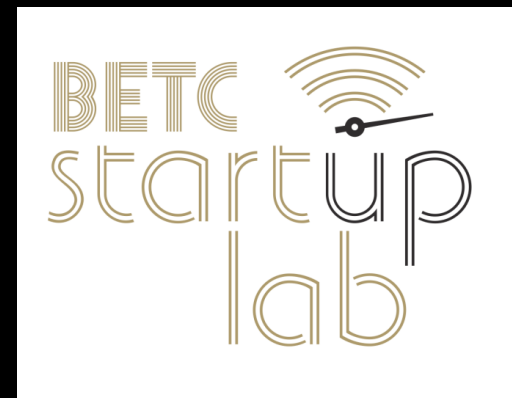
### THE GLOBALIZATION OF IDEAS

With over 74 countries represented at SXSW Interactive this year, it is increasingly clear that the desire to be a part of an ideas and innovation-based community is desired by brands, companies and people from around the world. This is important as the world becomes more internationally-centric and focused, with consumers no longer delineating between cultural and physical borders. We all need to recognize that good ideas can come from anywhere at any time. The more marketers embrace this global mindset, the better positioned they are to ideate and thrive today and in the future.

### OUR FAVORITE EXECUTIONS:

**Apex-Brazil:** The Brazilian Trade and Investment promotion agency brought 30 Brazilian companies to SXSW Interactive and showcased them at 'Casa Brazil', SXSW's Brazilian house that included a Startup Village, a trade show, and elements of Brazilian culture, including cuisine, music, movies, and more.

**BETC Paris:** French agency BETC hosted a French government-sponsored 'Start Up Lab' designed to bring a "French taste of tech" to SXSW that featured Speed Branding Sessions and a 'Tweet Cellar' that helped Frenchify attendees tweets (e.g. turning "#YOLO" into "#CarpeDiem"). We even heard rumors of a champagne 3D printer!





# 1

## INNOVATION IS DIVERSIFYING

Historically, SXSW Interactive focused on the emerging technology side of innovation. This year it became clear that SXSWi was far more than geeking out over tech-driven startups; it has evolved from a technology meets marketing conference to a festival of ideas with an emphasis on developing innovative marketing experiences and brand opportunities.

This year more than ever, we left with an understanding that innovation no longer rests in the hands of those with the ability to code or build technology-based tools. Innovation is about aspiring to think differently, to take in the world around you and find inspiration in the every day, and to turn to challenges with fresh eyes and new perspectives.



## WHY THIS MATTERS TO YOU

Success across industries requires support and engagement of all organizational groups with a company. Siloing ideas and innovation has the potential to kill creativity – i.e. pre-defined niche teams can often prevent smart, integrated thinking from becoming a way of life across disciplines and levels within your company. While designated teams should be leveraged to provide the tools and training needed to facilitate and encourage this kind of collaborative thinking, to really create breakthrough ideas you need to curate a group of individuals who not only come from different backgrounds, but can also drive controlled chaos within brainstorming opportunities. Identify those challenger personalities within your company to shift behavioral norms and drive change.



**MEC Ideas** @MECideas · Mar 7

Day1 #insight .@SXSW - #social #mobile & emerging #tech must be a way of life for everyone in an org #ideas #innovation #MECatSXSW



**sladoo21** @sladoo21 · Mar 7

1st day down at #sxsw! Themes in org unity & innovating to create frictionless lifestyles #MECatSXSW @MECideas pic.twitter.com/B6Fk2hxZO

1

## INNOVATION IS DIVERSIFYING



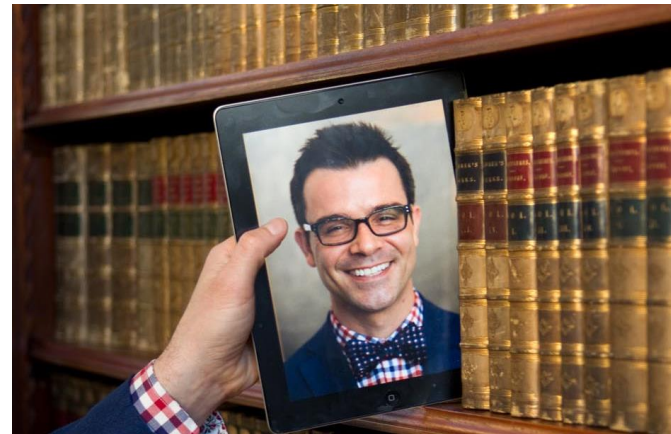
**"TECHNOLOGY CAN DEMOCRATIZE SOCIAL INNOVATION TO DIVERSIFY AND IGNITE BIG IDEAS THAT CAN CHANGE THE WORLD"**

**ELIANA MURILLO, HEAD OF MULTICULTURAL MARKETING, GOOGLE**



**"COMPANY CULTURE IS THE HARDEST PART OF THE PUZZLE. AFTER THAT IT IS JUST POLICY AND PROCEDURES AND THAT IS PRETTY EASY TO SOLVE."**

**NATANYA ANDERSON,  
SOCIAL MEDIA COORDINATOR,  
WHOLE FOODS**



**"OUTSOURCING INNOVATION IS A MISTAKE. YOU DON'T LEARN HOW."**

**BRIAN BANNON, CHICAGO PUBLIC LIBRARY COMMISSIONER**

# 2

## EVENT DISRUPTION AND 'CULTURE JACKING'

"Culture jacking," the idea of setting up command centers around major live events (e.g. Super Bowl) designed to capture cultural moments, was not only a prevalent topic among panels, but was featured throughout SXSWi with plenty of brands attempting to cut through the clutter with creative executions designed to capture attendees' attention.

While this mixing of entertainment, technology and culture is nothing new, it continues to give rise to a new approach to content and real-time engagement. For example, Oreo's 'Trending Vending Lounge' let attendees print out customized cookies based on trending Twitter conversations with the hashtag #eatthetweet, bringing together real-world experiences with online conversation.



## WHY THIS MATTERS TO YOU

While major events often lend themselves to unique opportunities to capitalize on random happenings, marketers need to find that 'lightening' in everyday interactions both large and small. Surprise and delight or delivering the unexpected in a situation can excite and engage consumers.

It's also important to realize that sometimes the opportunities to have the largest amount of impact come from the smallest of efforts or everyday occurrences. For example, socially-driven customer service is a major opportunity for brands to create positive real-time interactions that build long-term affinity with consumers.



Oreo Cookie @Oreo · Mar 10

If #SXSW trend would be a cookie, it would look like this #eatthetweet  
[pic.twitter.com/wGiOaBsqlx](http://pic.twitter.com/wGiOaBsqlx)

Ad Age

Ad Age @adage · Mar 11

Lets be honest: **SXSW** is about innovation in marketing, not tech [bit.ly/1g3etzm](http://bit.ly/1g3etzm)



# 2

## EVENT DISRUPTION AND 'CULTURE JACKING'



GE's 'Night of Invention' blended entertainment, science and invention for a unique experience leveraging real-time, crowd-sourced engagement to green light invention ideas ripe for rapid prototyping and development.

The event capitalized on expert and celebrity personalities including leaders from GE, Quirky, Bill Nye 'The Science Guy,' and Andy Sandberg.





# 3

## 'WEARABLES' AS WE KNOW THEM ARE EVOLVING

A trend we experienced at CES, 'wearables' were ever present at SXSWi with a focus on their potential to lead us towards a frictionless lifestyle. Practical usage opportunities and advancements within the wearables field increasingly focus on simplifying all aspects of life by delivering on both function and everyday efficiency. Whether it is advancing how transactions can quickly occur in real life, simplifying event ticketing, or evolving everyday gestures, we've only begun to experience wearables' potential. As the technology continues to take on many forms from products for your wrists, head, ankles, face, and even via injectables, we predict we will see the term 'wearable' advance beyond the physical.



## WHY THIS MATTERS TO YOU

As wearables continue to alter the way consumers fundamentally live their lives, both personally and professionally, the underlying value for marketers is in the wealth of data being produced. From health & wellness to financial data, consumers' everyday behaviors are now being tracked, stored, and made easily accessible for those who are granted access. Consider the value of a doctor accessing a patient's medical data to monitor and understand a health issue, and proactively recommend a product solution.

Additionally, the new ad formats that continue to emerge via form factors (e.g. Google Glass and smart watches) allow for increased personalization and native opportunities beyond anything we have experienced before.



**Rachel Pasqua** @rachelpasqua · Mar 8

#MECatSXSW The question isn't whether there will be ads on wearables - it's "what will they look like?" #FPLabs [pic.twitter.com/lafn4LSN2O](https://pic.twitter.com/lafn4LSN2O)



**Maria Kaplowitz** @meknyc · Mar 9

So if by 2026 we have full adoption of self-driving cars, will retail have self-driving carts? @chrisfagan1on1 #MECatSXSW

# 3

## 'WEARABLES' AS WE KNOW THEM ARE EVOLVING

**SKULLY**  
HELMETS



Named 'Best Wearable Technology Company' at the 6th Annual SXSW Accelerator Competition, Skully's augmented-reality motorcycle helmet is ensuring riders safety with its 180 degree rear-view camera that projects images on a transparent headset display so a rider has a full view of their surroundings.

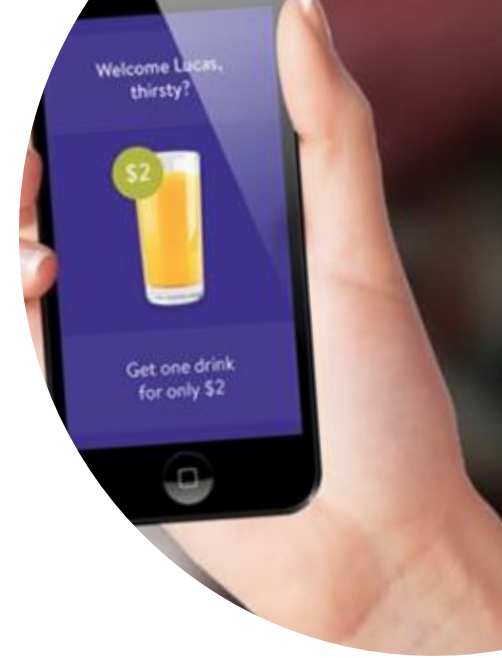


# 4

## MOBILITY IS THE NEW MOBILE

The term 'mobile' has moved beyond the device, and into our marketing repertoire as a means to develop experiences that address this new era of consumer 'mobility.' Mobility has come a long way in recent years, evolving diverse industries, and altering even the most mundane tasks such as grocery shopping, with CPG companies gaining greater control over consumers' in-store experience. This year, we saw a greater emphasis placed on the importance of the idea of mobility vs. planning around the device – with marketers discussing the creation of platform-agnostic, customer-centric, on-the-go brand experiences.

Two key drivers of this trend are the growth of Responsive Design, which is ensuring an optimal experience in today's multi-screen world; as well as SOLOMO, with a major focus placed on context of the use of mobile-generated location data to create personalized experiences.



## WHY THIS MATTERS TO YOU

With the mobilization of all content formats (e.g. web, advertising, email), it is clear that the one-size-fits-all user approach is over.

Devices like wearables are helping drive the idea of mobility, as they continue to redefine how people fundamentally operate. While privacy still remains a key issue in regards to how marketers access the wealth of mobile, specifically location, data available, the power will be in approaching planning to drive mobility vs. relying on mobile opportunities to bring ideas to life.



**sladoo21** @sladoo21 · Mar 7

Mobile is about experiences centered around mobility, not experiences centered on devices #MECatSXSW @mecideas #SXSW @omma



**Marla Kaplowitz** @meknyc · Mar 9

"Using iBeacons to turn the store into software & an experience as seamless as possible." John Boyd of @shopsavvy #MECatSXSW

# 4

## MOBILITY IS THE NEW MOBILE

WELCOME TO OUR BOTTLE SERVICE.

# GET \$1.50 OFF

ANY BOLTHOUSE FARMS™ BEVERAGE.



**SNAP IT**  
Snap a pic of ANY Bolthouse Farms™ bottle or ad.

**# TAG IT**  
Upload to your public Instagram account with **#carrotfarmers** and **#gotcoupon**.

**GET IT**  
Get a coupon for **\$1.50 off**, drink and enjoy.



**SNAP THIS**

Bolthouse Farm's Instagram efforts at SXSW leveraged their social engagement 'brand recognition' tool to verify consumers' Bolthouse-related Instagram posts (from photos of the bottles to Bolthouse-driven hashtags) to reward consumers with coupons, encouraging sharability & brand loyalty.





# 5

## POWER OF PARTNERSHIP

While many brands are incredibly strong in different facets of their organization, sometimes, the most powerful opportunities come from brands coming together for the greater good. There was plenty of advocating for marketers to increasingly open up and work with partners who already own the tools that create the kinds of experiences a brand is seeking, vs. the brand re-creating the tools on their own.

In an ever-evolving business landscape, partnerships provide a new form of competitive advantage, allowing brands to not only invest more efficiently, but leverage a platform's existing traffic and/or user base to their advantage.



## WHY THIS MATTERS TO YOU

Sometimes the best partnerships come from two brands with different offerings that can leverage the best of what both has to offer, providing the consumer with the consummate experience. The ability to be open to understanding what other companies across complementing or supporting industries has to offer your brand or company allows you to think beyond any current barriers you may have. Consider the tools and assets other existing or future partners have, and how they could possibly unlock new opportunities for both brands when brought together for a common cause.

One area we are increasingly diving into is the era of 'open source' marketing, where marketers begin to think and act more like software developers to build on top of the software and app infrastructure others have created to create new experiences versus having to build it from scratch.



**MEC Ideas** @MECideas · Mar 9

We need a mindset shift, understanding of tech & creativity to use open source tech to evolve marketing opps - Carl Fremont #MECatSXSW

Expand

Reply Delete Favorite More



**Engadget** @engadget · Mar 8

We kick off **SXSW** 2014 with some real-life Mario Karting [engt.co/1n5FbkT](http://engt.co/1n5FbkT)  
[pic.twitter.com/L86UNAgQHm](http://pic.twitter.com/L86UNAgQHm)

5

## POWER OF PARTNERSHIP



THE  
MOBILE  
MOVEMENT

SAT. MARCH 8 | 8PM

**NOSAJ THING**  
L I L B U C K

SUN. MARCH 9 | 8PM

**A - T R A K**  
K E L L E L A

MON. MARCH 10 | 8:30PM


**DJ SHADOW** DJ SET  
MACHINEDRUM  
VAPOR CITY LIVE

**REGGIE WATTS**

AN  
INTERACTIVE  
EXPERIENCE  
CELEBRATING  
MOBILE  
INNOVATION

401 E CESAR  
CHAVEZ ST.  
**A U S T I N**  
**T E X A S**  
BADGE REQUIRED

IN COLLABORATION WITH  
**MOTHERBOARD** | **VICE**



Created by AT&T in collaboration with VICE's Motherboard, and supported by MEC, 'The Mobile Movement' launched at SXSW with an interactive showcase celebrating young inventors.

Designed to be a space of curiosity, fun and learning, it included interactive musical performances, bringing mobile innovation to new heights and capitalizing on VICE's strong connection with the Millennial generation.



# 6

## CONSUMER IMPACT IS THE NEW CONSUMER ENGAGEMENT

Advancements in social and consumer tech that connect consumers directly with each other, such as apps and shared products/services, are poised to change the future of traditional business models thanks in part to their ability to deliver customized experiences vs. a standard 'cookie cutter' offering, and encourage peer-to-peer engagement.

For example, consider the hospitality industry. People using Airbnb or Lyft to rent out their homes to visitors have the opportunity to serve as the ultimate concierge, providing guests with a local's take on what to see, do and explore in a city. This means that traditional industries, such as hospitality, are being challenged to respond by evolving their models through offerings such as customized packages, excursions or amenities, or even redefining the standard hotel room.



## WHY THIS MATTERS TO YOU

Comparable to wearables, the data consumers provide when seeking out products and services ignites plenty of potential for almost every industry. As the use of social and digital tools becomes increasingly ubiquitous, consumers have almost endless opportunities to share reviews and feedback, with both consumers and brands, in exchange for their ideal experience, product or service.

This data provides brands with the insight needed to solve problems, make smarter decisions, and find more intimate, customizable ways to connect and curate consumer experiences.



**MediaMynx** @MediaMynx · Mar 9

Consumers own your brand. They aren't really brand managers, they are brand leaders #mecatsxsw #SXSW @MECideas @meknyc

Expand

Reply Retweet Favorite More



**Social Media Today** @socialmedia2day · Mar 11

Rating systems can help build trust between individuals, even if they are complete strangers @Francesca\_sp #SMTlive

6

## CONSUMER IMPACT IS THE NEW CONSUMER ENGAGEMENT

COURTYARD<sup>®</sup>  
Marriott

COURTYARD @ SXSW



Leveraging its understanding of the SXSW consumer, Courtyard by Marriott debuted Courtyard@, a traveling guestroom to appeal to attendees in need of recharge for both themselves and their devices. The Courtyard@ Pods could be booked for free in 30 minute increments and featured snacks, workstations, TVs, and other furniture designed with the new generation of business travelers in mind.

These pods offer a sneak peak into how the brand is evolving to accommodate travelers' needs.





# OVERHEARD @SXSWi...

"The ability to surveil everyone on the planet is almost there, and arguably will be there within a few years. That's led to a huge transfer of power from the people who are surveilled upon, to those who perform the surveillance."

- **Julian Assange, WikiLeaks Founder**

"I would encourage you to not become attached to the number of things. There's no physics in the number of things."

- **Neil deGrasse Tyson**

"Data is a political tool. If you put data on the table it can adjust the way you manage, the way you lead."

- **Mike Stenberg VP Web & Infrastructure, Siemens**

"A filmmaker can take you into an experience, and an existential atmosphere, that may be a trip for you, it's a transport, it's like a magic carpet."

- **Tilda Swinton, Actress**

"Some CEO's feel like if the 'opt out of social' they are somehow protected. That is just crazy."

- **Sandy Carter, GM Ecosystems & Social Business, IBM**

"I took an oath to protect the Constitution and I found there was a huge violation of the Constitution, and that's something the public ought to know."

- **Edward Snowden**



**THANK YOU TO ALL THE  
#MECATSXSW  
CONTRIBUTORS!**

**For questions, please contact:**

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