

A woman in a white blazer and blue patterned scarf stands in front of a large mural. The mural depicts a diverse group of people climbing a blue wall, with a 'Care Access' van and a city skyline in the background. The scene is lit with blue and purple tones.

SXSW 2023 CASE STUDY



“We engaged in positive and meaningful dialogue about how innovating in clinical research can improve community health.”

- Care Access



AT A GLANCE

- Location: Headquartered in Boston
- Employees: 600+
- Industry: Healthcare
- SXSW Product Featured:
 - 20' x 10' Creative Industries Expo booth

Care Access is a global research company helping to accelerate the arrival of new medicines. Along with a global network of over 150 research sites, they partner with new-to-research communities and establish high-quality research site infrastructure locally to expand access to clinical trials.

THE TARGET

To engage SXSW attendees with educational materials and an opportunity for dialogue about the community health benefits of clinical research.

THE APPROACH

With a large space in the Creative Industries Expo, Care Access parked a branded clinical research vehicle directly on the show floor along with a custom painted mural. Over 57,000 attendees visited the Expo and many were drawn to the booth over the course of 4 days. Those who stopped by learned more about the work Care Access is doing to improve access and representation in clinical research.

THE IMPACT

With an attendance of 57,000+, the Creative Industries Expo helped Care Access share its mission of “accelerating the future of medicine for everyone” with a highly engaged and receptive audience.