

The image features a vibrant background of overlapping, semi-transparent shapes in shades of orange, pink, and purple. On the right side, a photograph shows a man in a maroon t-shirt and black helmet performing a wheelie on a bicycle. The t-shirt has the text 'we're HYDR' visible. The background of the photo is a clear blue sky with scattered white clouds. In the foreground, a crowd of people is visible, some looking towards the cyclist. A white tent is partially visible on the right. The overall scene is an outdoor event, likely SXSW.

**SXSW 2023**

**CASE STUDY**

**NORTH**

**ITALIA**

*“North Italia was able to garner press coverage for their SXSW activations and the restaurant’s Austin promotions, resulting in a 400% increase in coverage (including print, online and social media placements) and nearly 1 billion total impressions... [Our website] traffic doubled in 2023 compared to 2022 on 3/14.”*

- North Italia



North Italia is a modern neighborhood restaurant offering freshly made, hand-crafted cuisine inspired by authentic Italian fare.

## THE TARGET

To create a meaningful impact that would increase brand awareness and attract new loyal customers. In addition, North Italia sought to host well-attended and unique activations to generate significant press coverage, web traffic, and social media impressions that would ultimately lead to increased national sales.

## THE APPROACH

North Italia took SXSW by storm with a series of exciting activations. Branded delivery Vespas and street teams offered free pizza while promoting North Italia's upcoming Pi Day event. The restaurant also hosted their own Block Party on 3/14, featuring complimentary Italian food and drinks, pizza-inspired tattoos, and an epic BMX stunt show.

## THE IMPACT

North Italia's innovative approach to SXSW paid off in a big way, generating over 400 favorites on the SXSW schedule, a 400% increase in press coverage (including print, online, and social media placements) and nearly 1 billion impressions. The increased brand awareness and new loyal customers generated by the event had a positive impact on sales at North Italia's restaurants across the country, making the investment in SXSW well worth it.

## AT A GLANCE

- Location: Headquartered in Phoenix, AZ & Calabasas, CA
- Employees: 1500+ employees
- Industry: Restaurant/Hospitality
- SXSW Product Featured:
  - Full Day Official Event