

From Activations to Agency Parties, Here's What Marketers Can Expect at SXSW 2023

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South By Southwest, the annual conference and festival series spanning tech, art, music, film and comedy, kicks off this weekend in Austin, Texas.

Known for startup launches, tech innovation and over-the-top brand activations, the conference component draws major talent across the ad industry. Panels are stocked with celebrated marketers from Unilever, Patagonia, Ben & Jerry's, Delta, Netflix, Nike and TikTok, to name just a few. Agencies worldwide will have a presence. Brands like Showtime, Amazon Prime Video, Paramount+, Slack and HBO are looking to wow festival-goers with experiential stunts.

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