

## CIMA at South by Southwest (SXSW) 2015

South by Southwest (SXSW), held annually in March, is North America's largest, most influential and important music festival/conference. In 2015, SXSW welcomed 2,266 showcasing artists at 107 venues and stages across Austin, and organized 233 panels, workshops and sessions for conference delegates and attendees. This year marked the 10<sup>th</sup> anniversary of CIMA's Canadian Blast at SXSW, and the mission included the Canadian Blast BBQ & Showcase, 4 days and 5 nights of showcasing at Canada House as well as networking opportunities for the Canadian delegates in attendance.

- **Canadian Presence:** This year's mission to SXSW included 40 Canadian music companies and associations, as well as 12 digital companies. The Canadian Blast BBQ & Showcase featured 6 Canadian acts: The Wet Secrets, The Bros.Landreth, Single Mothers, The Franklin Electric, Yukon Blonde and Ben Caplan and the Casual Smokers. Canada House Live Performances were held over four afternoons this year, and featured 28 acts showcased over 5 days under the Canadian Blast brand. Furthermore, Canada Stand companies were offered the opportunity to participate in a joint CIMA, UKTI and Sounds Australia initiative called Country Connections, which rings together international delegates to conduct business onsite at SXSW.
- **Marketing & Promotion:** CIMA conducted a robust marketing strategy during SXSW 2015 to leverage media contacts, online community manager and social media services to facilitate business opportunities for Canadian companies with mentors, investors and corporate strategy professionals. Marketing and promotional initiatives included hiring a Toronto-based team (eEk! Productions) to manage social media efforts and a PR firm from New York (BMH). Furthermore, CIMA undertook a marketing campaign in support of Canada Stand, Canada House, the Canadian Blast BBQ and all Canadian showcases at SXSW that included: ads in SXSWorld Magazine, an ad in the SXSW Music Conference program, signage, banners, posters, laminates, a street team, media campaign and social media campaign.
- **Outcomes:** CIMA's delegation at SXSW 2015 reported making 722 new contacts, met with 1,162 existing contacts, and started 42 business deals with potential revenues of 1.28 million over the next 36 months. As for showcasing, the Canadian Blast BBQ and Showcase hosted 2,000 music industry professionals, ranging from international conference attendees, Canadian music industry professionals and more than 400 VIP guests from the international music, film, radio and media industries.

