BLOG

MediaCom and SxSW: Demystifying content

MBA   USA

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MediaCom Beyond Advertising - our global specialist unit focusing on content strategy, creation and distribution - is taking up residency at the SXSW Festival in Austin this March, with an innovative series of presentations and performances.

The Texas-based event celebrates the best in creativity across music, film and technology and is the perfect place for MBA to show our clients - and the rest of the advertising world - what our core beliefs are and how our work will help brands get their message across in the most creative and memorable ways possible.

MBA has taken over the historic Laguna Gloria estate just outside downtown Austin to create a unique space for clients to immerse themselves in inspiring conversations, interactive screenings and creative live performances from

influential figures such as artist Tom Sachs, musician and producer Alex Da Kid and Dazed co-founder, Jefferson Hack - as well as leading Hollywood talent such as Shia LaBeouf.

However, the purpose of the four-day takeover isn't to dazzle with big names or over-indulge in Texan hospitality.

The advertising industry as a whole has spent the past five years telling anyone who will listen about why content is important.

Now it's time to show people how - how do we create content? How do creative partnerships work? How would content will work for you?

We will be taking our own advice with a series of short, sharp sessions to demystify the content creation process, explain how a 'one-size fits all' approach to content is counterproductive and explain in robust terms how we can drive tangible benefits for your brand.

MBA's global head James Morris will be in attendance to answer any questions attendees have relating to our work, while the keynote speakers will also be on hand to provide further insight to clients.

It promises to be a truly inspirational few days. Follow along with the action and keep updated on top SXSW news by visiting our real-time content hub at sxsw.mediacom.com.

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