

**SHOW MEDIA**

PRESENTS A COMPLETION REPORT FOR



GENUINE SINCE 1937

**SOUTH BY SOUTHWEST 2013 | AUSTIN, TEXAS | MARCH 11TH-16TH 2013**

# RAY BAN @ SXSW 2013

During the 2013 SXSW festival, Ray-Ban wanted to reach an influential audience in a unique way that would leave people talking throughout the festival.

Show Media completely transformed a luxury motor coach to become the Ray-Ban Envision Lounge. Located at the corner of 5th Street and Colorado, attendees could come in the bus and cool off with complimentary iced coffee in a variety of flavors, send out customized post cards to friends and family, try on various models of Ray-Ban sunglasses, and a pitch room to share their vision in the hopes for Ray-ban to make it a reality. Every pitch earned the attendee a wristband to the Ray-Ban Boiler Room show. Outside the lounge, attendees could make custom flip-books as well as leave their message on the envision wall for the world to see.

# ELEMENTS & FACTS

- Fully branded Mobile Envision Lounge
- Ray-Ban Flip books
- Branded Wristbands
- Complimentary Iced Coffee (six flavors)
- Customized Postcards
- Envision Pitchroom
- Outdoor Envision Wall
- Brand Ambassadors

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**Festival Impressions:** 1,361,004  
**Social Media Impressions:** 5,413,061  
**Total Impressions:** 6,774,065  
**Guests:** 1,897  
**Pitches:** 295  
**Coffee Served:** 1181 cups  
**Postcards Sent:** 1240  
**Flip-books Made:** 1511





# ENVISION LOUNGE





# FLIP BOOKS





# INSIDE THE LOUNGE





# THE PITCH ROOM





# ENVISION WALL





# WRITINGS ON THE WALL

equal rights  
for everyone  
regardless of race,  
gender, sexuality,  
etc.


BE • WHAT • YOU • DREAM

FREE EDUCATION AROUND THE WORLD

I Believe one day, I will speak for the  
children that were labeled as "brilliant but  
strange;" & we will change the world.

WORLD WITH EQUALITY

LIVE YOUR LIFE  
THE FULLEST  
PROMOTE  
NO MORE  
KILL SHELTERS  
IT MAKES ME GI



Be an expert  
giver on Life! ÷  
Entrepreneur on  
Life + Reason

YH  
No more wars  
Be the change you  
see in the world


# BRAND AMBASSADORS





# SOCIAL MEDIA

 **annimattila**  
Writings on a Ray Ban bus wall #sxsw #rayban <http://t.co/4scyRzz3Tu>  
2 days ago

 **ByGoldGirl**  
@ray\_ban and I hanging at the Mobile Vision Lounge @SXSW  
2 days ago

 **kymeyertunedin**  
Shot of our #rayban #flipbook we just made at the rayban tour bus! So much fun!  
#sxsw @fdavenport... <http://t.co/yM10igYJA>  
3 days ago


 **EsMatteo**  
#sxsw @jamiemusic flipbook #rayban <http://t.co/ZyhQPAY2oe>  
3 days ago

 **MzNebKOT**  
#rayban #austin #sxsw #2013 <http://t.co/nto29a4j5M>  
3 days ago


 **Maddie\_Bee**  
SXSW #SB13 #ray\_ban #neverhide @Mariah\_Vick <http://t.co/Ja6QBSNgr>  
8 hours ago

 **jamiemusic**  
Wooo #flipbook #neverhide. "EsMatteo: #sxsw @jamiemusic flipbook #rayban  
<http://t.co/10NX0n3BV>"  
3 days ago


 **annimattila**  
Writings on a Ray Ban bus wall #sxsw #rayban <http://t.co/4scyRzz3Tu>  
2 days ago

 **DavidSamollow**  
Mmm chocolate chip cookie dough flavored coffee #sxsw #rayban #SX205  
3 days ago


 **luisreyesdj**  
At the #rayban #neverhide bus #sxsw  
3 days ago

 **Lovebettie** @Lovebettie 14 Mar  
Alexandra filming on for Ray-Ban on their mobile studio tour bus!  
<fb.ma/2kAnRdee>

 **CHON89**  
Wristband!!! #sxsw #rayban #austin <http://t.co/Lp35pDKhSx>  
3 days ago

 **AbeAlem**  
Signing the #rayban bus with my ninja waynevalentine #sxsw @ 6th Street  
<http://t.co/Ex4CybjCt7>

 **TFOWLERMUSIC**  
Chilling with the kind folks at Ray Ban. ray\_ban #tfowler #sxsw #rayban #raybans  
#neverhide #interview... <http://t.co/Ch5zm0txmy>  
6 days ago

 **ATXtrance**  
@Adirtybird Ray ban bus on 5th. I have one extra if you can find another one  
3 days ago

 **ErnestVSOP**  
Ray Ban tour bus is live.  
3 days ago  
**uttailgate**  
Kick'n it on the Ray Ban bus #neverhide <http://t.co/oPEZA7hsCS>  
3 days ago


 **Hiram\_Clarke1137** @MikeWil\_KREAM 17 Mar  
Over the weekend posted in atx on the ray ban bus. #sxsw  
[instagr.am/p/W-3JAYGihR/](http://instagr.am/p/W-3JAYGihR/)

 **KOT** @KicksOnTight 17 Mar  
Earlier inside the @ray\_ban bus !!! #sxsw  
[pic.twitter.com/Z1qoEW8qed](http://pic.twitter.com/Z1qoEW8qed)

 **David Saenz** @uttailgate 16 Mar  
Kick'n it on the Ray Ban bus #neverhide  
[instagr.am/p/W7n139CcvW/](http://instagr.am/p/W7n139CcvW/)

 **mrg4flyy** @mrg4flyy 15 Mar  
Signed the Ray Ban bus, look for it?? [instagr.am/p/W4zTRyOpCq/](http://instagr.am/p/W4zTRyOpCq/)  
Expand

 **Da MIING** @Mista\_Fasho 13 Mar  
Hanging out in the @ray\_ban envision bus chillin!  
from Austin, TX


 **S.Dot SwaggaRipe** @SwaggaRipe 13 Mar  
Chillin n the Envision Bus with @ray\_ban.. hoping they help me  
perform with .lav 7 n show the world mu talent

 **Anjuhlee**  
#Rayban flexing, wristband life. @ Ray-Ban Envision Lounge <http://t.co/UqYtssnhj>  
3 days ago

 **pstoth**  
Free iced coffee (@ Ray-Ban Envision Lounge) <http://t.co/Asgc76ZOLv>  
5 days ago

 **STomence**  
Enjoying some iced coffee and ideas courtesy of @ray\_ban (@ Ray-Ban Envision  
Lounge) [pic: <http://t.co/QkiwjmMg>]

 **youngvonSFS**  
Photo: Did some work with Ray-Ban at sxsw! <http://t.co/Gt229txHk6>  
21 hours ago

 **uttailgate**  
Kick'n it on the Ray Ban bus #neverhide <http://t.co/oPEZA7hsCS>  
3 days ago

 **PrezidentYoung**  
Kicking it on the @Ray\_ban tour bus for @sxsw #SXSW2013 'envision lounge'  
#rayban



# SOCIAL MEDIA INTERACTIONS

