

The background of the image shows a blurred scene of people walking on a city street. A woman in a blue jacket and red pants is prominent in the foreground, walking towards the camera. Other people are visible in the background, some walking and some standing. The scene is brightly lit, suggesting daytime. A large, stylized graphic of pink and orange flames or smoke is overlaid on the left side of the image, partially obscuring the background scene.

SXSW ↙
EDU 2023
CASE STUDY
Chegg

SXSW
↙ EDU®



AT A GLANCE

- Location: Headquartered in Santa Clara, CA
- Employees: ~2,000
- Industry: Education Technology
- SXSW Product Featured:
 - 2,000 Coffee Jackets
 - 2 Partner Programming Sessions

The Chegg platform provides products and services to support learners to help them better understand their academic course materials, and also provides personal and professional development skills training, to help them achieve their learning goals.

THE TARGET

To increase brand awareness by discuss relevant topics in education and share the Chegg approach to online learning with SXSW EDU attendees.

THE APPROACH

With two recorded Partner Programming Sessions discussing online learning tools and AI, Chegg was able to lead the conversation around two extremely hot topics at the event. On top of that, 2,000 coffee jackets were produced featuring the Chegg logo.

THE IMPACT

Both Partner Programming Sessions were highly attended and Chegg, Inc. was able to foster meaningful connections with attendees. Additionally, the sessions were recorded by the SXSW EDU Content Capture team, and received over 500 combined listens. The distribution of coffee jackets with their logo increased their brand visibility at the event. Overall, SXSW EDU provided Chegg with a valuable platform to share their product, expand their reach, and strengthen their position in the education market.