

DICE × BERK'S NEST

VENUE CASE STUDY

Breaking out of London: How Berk's Nest went national with DICE

As a live comedy production company, Berk's Nest puts on stand-up, sketch, character and cabaret comedy in the UK. Originally hosting events exclusively during the Edinburgh Fringe Festival, now, Berk's Nest is facilitating events for comedians across the UK through tours and regular curated showcases.

THE LOWDOWN

6×

increase of total tickets sold between 2021 and 2022

7×

increase of tickets sold in cities outside London between 2021 and 2022

70%

sell-through rate

50%

of Berk's Nest fans have bought tickets to at least two events



DICE

DICE works with the world's best venues, artists and creators to get people out more

AVANT GARDNER

ELSEWHERE

PRIMAVERA SOUND

SCALA

sónar

TEKSUPPORT

Become a partner

CONTACT DICE



Brief

Berk's Nest wanted to reach new UK audiences outside of Edinburgh and London by organising and selling out artist tours in cities such as Birmingham, Leeds, Brighton and Manchester.

Strategy

Berk's Nest partnered with DICE to achieve their goal in the following ways:

- To grow its fanbase, Berk's Nest would use DICE's cross-genre targeting to reach both live music and comedy audiences.
- DICE's UK-wide presence would allow Berk's Nest to tap into comedy audiences in new cities without time-consuming and expensive marketing.
- Berk's Nest started a monthly show at DICE partner venue The Clapham Grand – 'Live at The Clapham Grand' – which saw popular UK comedians including James Acaster, Nish Kumar and Rose Matafeo perform every month at a regular programmed night.
- Data from DICE's Waiting List feature would help the team to track demand for additional shows and book new tour dates.
- Berk's Nest would be able to adjust launch timeline and ticket allocations by using purchase data from DICE's partner tool MIO.

Results

Since 2020, DICE and Berk’s Nest have worked with comedic talent including Colin Hoult, Catherine Cohen, Nick Mohammed and Olga Koch, with Berk’s Nest increasing its ticket sales by six times.

DICE was able to provide Berk’s Nest with key data to understand its audience and ticket demand in new cities, with ticket sales in cities outside of London increasing seven times between 2021 and 2022.

Cross-genre targeting has helped Berk’s Nest reach new fans on DICE, and fan loyalty has grown significantly:

50% of Berk’s Nest fans have bought at least two tickets to different events. On average, fans book tickets 64 days before a show, giving the team a good idea of demand so they can add extra performances. As Berk’s Nest continues to grow across the UK, DICE is on hand to help the team with their plans.



Credit: Kat Gollock

“The DICE team has been incredibly supportive of what we’re doing across the UK, and being able to receive swift payouts has helped our cash flow and ensured that artists can be paid as quickly as possible – essential as the industry regrows after the pandemic years. Having a ticketing platform and a ticketing provider, and a partner who understands that kind of infrastructure and the broader industry landscape is hugely beneficial for us.”

OWEN DONOVAN, Managing Director, Berk’s Nest