

DICE × CENTRAL CEE

ARTIST CASE STUDY

Understanding fan demand for an emerging artist

Öctöpus is one of DICE's early French partners. Based in Paris, it specialises in producing gigs and tours for emerging artists in Hip-Hop, UK and US Rap, Indie Rock, and Folk. After the success of his single 'Doja' on TikTok, rapper Central Cee's international fanbase grew exponentially, which created the opportunity for a live show in Paris.

Öctöpus is a go-to for all UK rap promoters, and was the top choice for Central Cee's management to produce his first Paris show.

THE LOWDOWN

3K

fans on the Waiting List
for the first show

4.5×

venue capacity increase

74%

of ticket holders were
18–24 years old and 1/3
coming from Pass Culture



Credit: Pablo Cuevas



DICE works with the world's best venues,
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Brief

Öctöpus wanted to understand more about Central Cee’s audience in France, and reach hip-hop fans between 16–24 years old to create a sell-out show. The promoter initially booked a 1,500-capacity venue (Le Trianon) with tickets sold exclusively on DICE. The show sold out 5 hours after the general on-sale, with more than 3,000 tickets on the Waiting List (x2 times the size of the venue).

Strategy

With such a high demand, DICE advised Öctöpus to increase its venue capacity by upgrading from Le Trianon to Le Zenith de Paris, a 6,500-capacity venue. This represented a 4.5 times increase in potential ticket sales.

- DICE sent a personalised mailer and an SMS informing Le Trianon ticket holders about the venue change.
- To promote the show to the most interested fans, those on the Waiting List who were opted-in were notified via SMS that new Central Cee tickets were available.
- A genre-focused editorial and marketing strategy was launched via the DICE app and on email, targeting hip-hop fans in Paris.
- Öctöpus and DICE also launched a partnership with Pass Culture, a state-owned cultural platform for people aged 15-18, with a 2,500 ticket allocation to reach a younger audience.

Results

The show sold out a week before the event. The venue switch allowed the 3,000 fans on the Waiting List to book tickets for the show.

Over 6,600 tickets were sold including 2500 via the Pass Culture partnership. The younger audience understood perfectly how DICE tools worked and Fan Support only dealt with a small number of queries.

The right combination of audience data, DICE automated marketing and editorial strategy, and the Pass Culture partnership transformed Central Cee’s first Paris show into a unique experience for fans.



“DICE was present at every step of the way. From MIO data analysis, helping us to make the move for a venue upgrade, to the access control at the door on the day, we felt DICE had our back. We have successfully optimised our ticket sales at their maximum, and the fan support was exemplary.”

CYRIL BAHSIEF, Öctöpus Co-founder