

# DICE × KWESI ARTHUR

LIVE EVENT CASE STUDY

## Finding fans you didn't know you had with DICE

Kwesi Arthur is one of the most interesting Afrobeats artists coming up on the scene. Hailing from Ghana, he was nominated for Best International Act at the 2018 BET Awards, and his song 'Live From The 233' was one of the most streamed African songs on Apple Music in 2020.

### THE LOWDOWN

528

total tickets sold

248

tickets sold at first US event

110

fans joined the UK Waiting List

\$15

ticket price



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

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# Brief

In 2019, it was time to introduce the UK to Kwesi: his team reached out to DICE to secure his first headline show in London and debut his EP to a UK audience. After seeing fan demand for the exclusive London event, DICE worked quickly to explore the potential for a US event and bring this to life.

# Strategy

Kwesi’s team came to DICE looking to put on an event in London, but they got a lot more.

- After reaching out to partner venues to find the perfect space in London, a spot at underground Shoreditch venue Concrete was secured by DICE.
- Demand was high: DICE also identified Kwesi’s fanbase in the US and their appetite for a live show, and a second event was booked at Chelsea Music Hall four months later.
- Fans reacted strongly, with the event selling out quickly and 219 fans joining the Waiting List for tickets.
- Brooklyn promoter Move Forward Music was brought in to handle production for Kwesi’s US event.



# Results

Thanks to the DICE Waiting List, fan demand was easy to see. The UK event sold out, with 110 fans joining the Waiting List indicating an additional 40% demand for the 275 capacity venue.

The data from Kwesi’s London event was used by the DICE team to highlight the opportunity for a US event, growing Kwesi’s audience without any work required from his team. Another event was booked, helping Kwesi to grow his US audience and sell 248 more tickets.

DICE’s network made it easy to find the perfect venues, attract the right fans, and identify new opportunities with team members in both the UK and the US dedicated to making the events happen.



“When DICE suggested an event in the US it was so exciting to see how many people wanted to see me perform. DICE really wanted to see me succeed and that felt amazing, so thank you to everyone who made it happen.”

KWESI ARTHUR, Artist