

# DICE × LAZARUS

STREAMING CASE STUDY

## In honour of David Bowie’s life, Lazarus rose again on DICE

David Bowie’s musical Lazarus was one of his final projects, debuting in Manhattan at the end of 2015. Live productions had been staged all over the world, but the performance had never been available to watch digitally before.

### THE LOWDOWN

17K	76%	500+	£16
total tickets sold	sales in week leading up to the events	cities in attendance	ticket price



Credit: Jimmy King



DICE works with the world’s best creators to bring quality streams to fans



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## Brief

In honour of Bowie's birthday and the fifth anniversary of his death, [Robert Fox Ltd](#) decided to stream an unreleased recording of the London production of *Lazarus*. To give audiences the chance for a theatre experience in their homes, they approached DICE to resurrect *Lazarus*.



Credit: Johan Persson

## Strategy

The team at DICE worked to create a streaming experience that would honour Bowie's legacy and provide a digital theatre experience for fans less experienced with streaming.

- A single stream wouldn't do, because every Bowie fan needed a chance to join. Nine streams in total were organised: two evenings plus a matinee across three time zones.
- DICE was recommended to Robert Fox Ltd by The Old Vic, and in under a week, tickets were available to buy.
- [Sine Digital](#) ran a digital marketing campaign in the week before the events, driving up ticket sales and achieving an 864% ROAS (return on average spend).
- On DICE's recommendation, a variety of video teasers and trailers were created with unseen footage. These were shared on the official *Lazarus* social media profile, David Bowie's official website, and fan social media accounts, creating organic buzz among fan communities.
- DICE managed the technical aspects of the stream, working with a streaming partner to make sure fans would have reliable high-quality video. DICE also provided guidance from our experts to the team at Robert Fox Ltd who were new to streaming.
- DICE also enabled the setup of a donation functionality, so that fans could donate to support two charities – [Theatre Artist Fund](#) and [Help Musicians](#).



# Results

Despite the short turnaround time, fans bought 17K tickets for Lazarus. The video trailers were well received by fans on David Bowie’s official website and fan pages, which created strong visibility for the event.

Significant press coverage was generated from The Guardian, BBC Music, The Times and more. As fans shared their excitement online, hype built up for the streams, and despite the small budget for a short marketing campaign, 76% of tickets were purchased in the week leading up to the events.

The recording had the premiere it deserved. Physical productions of Lazarus ran in 11 cities but now, thanks to streaming, it’s been enjoyed in more than 500. For a weekend, the theatre was open again.



Credit: Jan Versweyveld

“With 2021 marking the fifth anniversary of David’s death, our goal was to commemorate his incredible life. This was our first streaming experience and DICE guided us through it with support and advice.”

SUSIE GRAVES, Robert Fox Ltd