

# DICE × L'IMPÉRATRICE

STREAMING CASE STUDY

## A virtual world tour from the rooftops of Paris

French electro-pop band L'Impératrice had more than 60 shows, including their performance at Coachella, cancelled due to the global pandemic. To stay close to their fans, the band decided to organise a virtual tour in 10 cities.

### THE LOWDOWN

€20K  
tickets sold

10  
virtual songs

3  
time zones

4★  
review in [NME](#)



Credit: Gabrielle Riouah



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Credit: Alphonse Terrier

## Brief

With many artists hosting live streams from home, the band wanted to create something that would stand out in terms of production quality and also give their fans a little something extra in each region. To do this, they would pre-record performances at iconic venues across Paris, including La Cigale, Le Perchoir and urban farm, and Sous les Fraises. To enhance the local feel, support acts from each city would open the show, just like an IRL tour. Lastly, they wanted to offer fans exclusive merchandise.

## Strategy

- DICE created events for 10 cities, just like a live tour, and geo-locked these locations, with limited allocations to create exclusivity.
- Sell merch via ticket options including a limited-edition T-shirt and signed vinyl.
- Target fans who had already expressed interest in L'Impératrice with personalised recommendations.
- Ensure security by embedding the stream and geo-locking the tickets.
- Host an Instagram takeover with the band to create excitement ahead of the London show.



# Results

More than 25,000 fans watched the shows, totalling over 20K in ticket sales. Executing the tour in over 10 countries across three time zones in just two weeks allowed the band to reconnect with their existing fans across the world, and reach many more new ones.



Credit: Alphonse Terrier

“We learnt more about how fans want to consume live streams – they want more than a digital experience, no matter how beautiful it may be. The fans preferred the ‘gold’ tickets as a priority (which included exclusive merch).”

**ANTOINE BISOUS**, Founder and CEO, microclima records