

DICE × PI'ERRE BOURNE

LIVE EVENT CASE STUDY

Identifying fan demand with DICE's Waiting List

French promoter and agent Öctöpus is known for bringing incredible artists to Paris from around the globe.

They put on more than 200 events a year, and they've got their finger on the pulse of hip-hop and grime,

having hosted prominent artists including Dave, Stormzy, Rejjie Snow, AJ Tracey and WSTRN.

THE LOWDOWN

578

tickets sold

2x

capacity for the second show

484

fans on the Waiting List



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

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Brief

In February 2020, American hip-hop artist and producer Pi'erre Bourne was headed to Paris to perform at DICE exclusive venue 1999. The venue had 170 tickets on sale and fans were desperate to get hold of them: the event sold out quickly and more than 400 fans joined the Waiting List. It was clear there was demand for another date, and we knew DICE partner Öctöpus would be a great fit.

Strategy

- The show was promoted by 1999, and DICE brought in Öctöpus to run a second event with a larger capacity.
- DICE recommended informing the 400+ fans waiting for tickets that an additional night would be added.
- Moving quickly, Öctöpus secured an additional date at Parisian venue Badaboum with a higher capacity of 410.
- Öctöpus used DICE's insights to maximise the amount of tickets they could sell.

Results

Thanks to the DICE Waiting List, Öctöpus were able to identify an opportunity to put on a second event and increase their revenue significantly, and instead of a single show, Pi’erre could perform two shows in two days.

The second event was organised within a week at Badaboum and an additional 410 tickets were sold, an increase of over 200% on the original available tickets. As a DICE partner, Öctöpus have access to industry-leading tools that make it easier to identify fan demand and increase exposure for their artists.

New options for a bigger Paris venue and a small French tour are already set up for Öctöpus and Pi’erre Bourne in 2022.

Pi’erre Bourne will be playing a sold-out show again in Paris this November, at the 600-capacity La Machine du Moulin Rouge.



“I knew DICE before it was launched in France. It has a reputation for giving promoters and venues more power over their events and helping them to sell tickets. Plus, it’s easy to use and has a great visual statement.”

CYRIL BAHSIEF, Promoter at Öctöpus