

# DICE × SAN MIGUEL

BRAND PARTNERSHIPS CASE STUDY

Bringing together brands and promoters to create unforgettable experiences

Internationally known Spanish beer brand San Miguel is beloved the world over and has a young, engaged audience that includes many fans on DICE.

Looking for an opportunity to host events in Spain, San Miguel had plans to put on some amazing nights out and

DICE was ready to make a partnership between Spanish promoter PPL United and San Miguel happen.

## THE LOWDOWN

<1min

all events sold out in under a minute

1.1K+

fans joined the Waiting List

4M+

reach across artists' social media platforms, in-app and DICE social media



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



CONTACT DICE





# Partnership

As event creators and a global brand respectively, PPL United and San Miguel needed an event management expert to help the partnership run smoothly. The DICE team would support PPL United co-producers of the event, working collaboratively to deliver an incredible experience for San Miguel’s audience.

# Strategy

DICE’s unique position as both a brand partnerships and live event expert meant the team was able to support every aspect of the project.

- Working closely with PPL United, the DICE team co-curated the event line-ups and supported on production.
- Eight events in a series called Secreto A Voces would occur over the course of three months: the intimate events would invite 30 fans to exclusive, free shows from artists including Club del Rio, Oracle Sisters, Baiuca and more.
- To create hype and intrigue around the events, fans didn’t know who the musicians for each event would be: clues were included in the descriptions, giving hints about what to expect.
- In-app and social creative assets were created in collaboration with San Miguel’s creative agency including flyers, images, videos, billboards and more.
- Marketing for the event was maximised with DICE’s reminder feature, which sent fans a push notification to encourage them to pick up tickets.
- A media and PR plan saw DICE invite journalists to the event to generate press coverage, sending dedicated mailers to ticket winners and a thorough social media plan to target the perfect audience.



# Results

With this one-off project, DICE built a strong partnership between PPL United and San Miguel that resulted in eight successful events with high demand.

All eight events sold out in under a minute, with more than a thousand fans joining the Waiting List to try and get tickets. The exclusivity of the events combined with the roster of artists brought more than 1,100 fans to the Waiting List in search of tickets,

helping San Miguel identify a much larger group of fans than just ticket holders. The branded experiences and affiliation with popular artists gave San Miguel exactly what they were looking for: great nights out for fans.



“Finding the right artists, creating the ticketing price and strategy, managing all of the media comms and fan support: it was easy to work with both DICE and PPL United as we trusted them as experts in the live events space.”

JUAN RAMÓN DODAS, Field Marketing Manager, San Miguel