



# Umbrella

Music

## CASE STUDY

Asake's Global Impact:  
Enhancing Operational Efficiency with Umbrella





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### GOALS

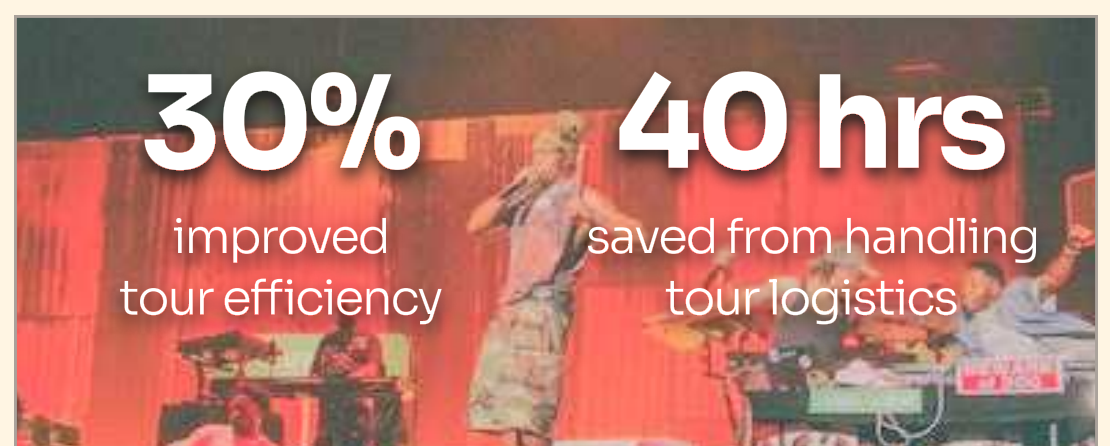
- Facilitate seamless planning and coordination for Asake's Lungu Boy World Tour across North America and Europe.
- Maximize marketing and promotional opportunities & ensure smooth album rollout and tour execution.

### APPROACH

- Integrated venue coordination, social media campaigns, and album release timelines into a single platform for easy access and centralized updates.
- Leveraged AI tools to automate administrative tasks like ticket presale reminders, marketing campaigns, and adjustments to Asake's schedule.
- Enabled Asake's team to coordinate effortlessly across multiple regions and time zones.

### RESULTS

- **Improved tour efficiency by 30%**, enabling smoother venue coordination and timely updates.
- **Saved 40 hours a month** from handling tour logistics and presale management.
- **80% of Asake's team reported enhanced communication** between tour logistics, album marketing, and promotional partners.



### WHY UMBRELLA WORKS

- **For the artist** // Provides a simple and structured system that organizes everything from tour scheduling to promotional appearances, allowing Asake to focus on performances while his management maximized his business outcomes.
- **For management** // Reduces the complexity of coordinating a multi-country tour by centralizing logistics, marketing efforts, and real-time updates, resulting in more efficient and organized operation.



The logo for Asake, featuring the name 'Asake' in a stylized, handwritten font.

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### TESTIMONIAL

“Umbrella has transformed the way we manage Asake’s career. Coordinating the Lungu Boy World Tour while promoting his new album felt like an impossible task. Before using Umbrella, we struggled with last-minute changes and missed promotional opportunities. With the AI-driven scheduling and streamlined communication, we stayed ahead of every challenge, and the results speak for themselves – 20% more ticket sales and a much smoother tour experience. We couldn’t imagine managing without it.”

- ALEXA PERKINS, ARTIST MANAGEMENT, EMPIRE