AMARA LA NEGRA · 2011–2018 · ARTIST PROMOTION · PARADE · FESTIVAL

Amara La Negra

From “Ayy” to LMP's parade float

LMP worked with Amara La Negra across several years: it put her “Lo Que Quiero” on its SoundCloud in 2011, ran a campaign for “Ayy” — featuring Jowell y Randy, Los Pepes and Ricky Lindo — in November 2012, put her “Así (Remix)” with El Chevo up for download on the LMP Radio app in 2015, put her on LMP's float at the Bronx Dominican Day Parade in 2016, and promoted Soulfrito 2018 at Barclays Center, where she was among the headliners.



The LMP team with Amara at Soulfrito, Barclays Center — June 2018.

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What we did

- Put her “Lo Que Quiero” on LMP's SoundCloud in April 2011 and ran it as a tall slide on LMP's homepage
- Ran “Ayy” — featuring Jowell y Randy, Los Pepes and Ricky Lindo — as an LMP campaign in November 2012: a homepage banner through Christmas, a news post, and LMP Radio's SoundCloud, with 81,592 plays and 8,778 downloads by 9 December

  81,592 SoundCloud plays in 18 days
- Put her “Así (Remix)” with El Chevo up for download on the LMP Radio app in May 2015

  90,000+ Facebook followers today
- Put her on LMP's float at the Bronx Dominican Day Parade in July 2016

90,000+ Facebook followers today

- Promoted Soulfrito 2018 at Barclays Center on LMP's Instagram — Amara among the headliners — and the LMP team met her there on 8 June

  32,000+ Instagram followers today

- Shared it with the LMP DJ network — on Basecamp, then on the Discord from 2017

↗ "Ayy" on LMP Radio's SoundCloud, Dec 2012 (archived) ↗

↗ LMP's "Ayy" post (archived) ↗

"Así (Remix)" on the LMP Radio app · May 2015 ↗

Amara on LMP's float · Jul 2016 ↗

The LMP team with Amara at Soulfrito · Jun 2018 ↗

From the campaign



LMP's "Ayy" banner — November 2012.



Amara on LMP's float, Bronx Dominican Day Parade — July 2016.



LMP's truck on the parade route — July 2016.

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