CHANCE THE RAPPER · 2026 · PRODUCT PLACEMENT

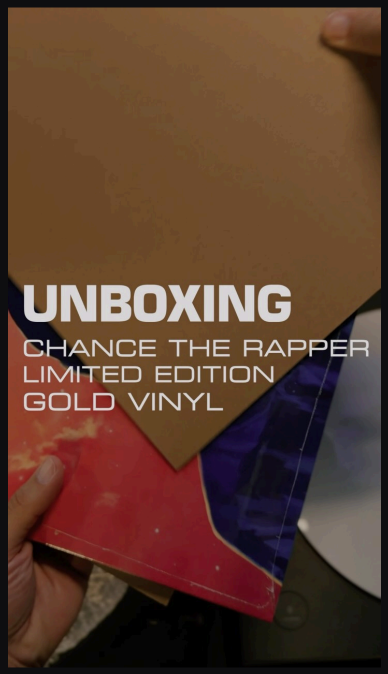
Chance the Rapper

Coloring Book — 10th anniversary gold vinyl

For the 10th anniversary of Coloring Book, Chance the Rapper's team sent Vinyl & Culturas the limited gold pressing of its special edition.

We gave it two posts on Vinyl & Culturas, LMP's own vinyl series. The unboxing video went out on 3 October 2026 on Instagram, YouTube and TikTok, and to the series' Facebook Page; the carousel on the gold pressing followed on 12 October, on Instagram and TikTok. Both posts tag @chancetherapper on Instagram, and the carousel tags him on TikTok too.

Coloring Book was the first streaming-only album to win a Grammy; the anniversary edition puts it on wax.



The unboxing reel's opening frame — 3 October 2026.

Printed from iamlmp.com/advertise/campaigns/chance-the-rapper-coloring-book/ on November 19, 2026 at 6:50 AM (New York time). Figures marked Live are as our automated feeds stood at that time — they refresh hourly to daily.

What we did

- Filmed an unboxing of the limited-edition gold vinyl of Coloring Book (10th Anniversary, Special Edition Gold) for Vinyl & Culturas, LMP's vinyl series

  495 records in the Vinyl & Culturas collection today

- Released the video as a reel on Vinyl & Culturas' Instagram on 3 October 2026, tagging @chancetherapper

  13,000+ Instagram followers today

- Posted it the same day as a YouTube Short and on Vinyl & Culturas' TikTok, and cross-posted it to the series' Facebook Page
- Followed it on 12 October 2026 with a carousel on the gold pressing, on Instagram and TikTok, tagging @chancetherapper on both

The numbers

Measured on our own platforms or taken from the campaign's own insights; anything estimated says so. The green badge means the figure was read today.

5,219
views across both posts, on Instagram, YouTube, TikTok and Facebook

The video and the carousel added up — each on its own below.

LIVE

3,556
views of the unboxing video, on Instagram, YouTube, TikTok and Facebook

1,438 on Instagram · 1,235 on YouTube · 502 on TikTok · 381 on Facebook.

LIVE

Watch it on YouTube ↗

1,663
views of the carousel, on Instagram and TikTok

1,085 on Instagram · 578 on TikTok.

LIVE

See it on Instagram ↗

111
likes across both posts, on Instagram and TikTok

33 on the video's Instagram · 13 on its TikTok · 31 on the carousel's Instagram · 34 on its TikTok.

LIVE

The video on Instagram ↗ · The video on YouTube ↗ · The video on TikTok ↗ · The video on Facebook ↗

The carousel on Instagram ↗ · The carousel on TikTok ↗ · The video on Vinyl & Culturas ↗ · The carousel on Vinyl & Culturas ↗

Run one with us

Talk to us