CHITO ROCK · 2009–2012 · ARTIST PROMOTION · BANNERS · SOUNDCLOUD

Chito Rock

From “No Se Lo Que Dice” to “Follow The Light”

LMP backed Chito Rock from the start: its own history page named him among the new artists LMP was “instrumental during the start of”.

From late 2009 to 2012 it ran a string of pushes for him on its site and SoundCloud — banners for “No Se Lo Que Dice”, “Boom Bye Bye” and “Bebe De To”, “Vamos A Celebrar” as an LMP download, and LMP DJ Nika's “Follow The Light” featuring Chito Rock.



“Boom Bye Bye” on LMP's homepage — May 2010.

Printed from iamlmp.com/advertise/campaigns/chito-rock-lmp/ on November 12, 2026 at 11:49 AM (New York time). Figures marked Live are as our automated feeds stood at that time — they refresh hourly to daily.

What we did

- Posted “No Se Lo Que Dice” in November 2009 and ran it across LMP's site that winter — the homepage feature slide and a site-wide top banner, “Winter hit”, from December 2009 to February 2010
- Featured “Boom Bye Bye” on LMP's homepage from May to June 2010
- Pushed “Bebe De To” in March 2011 — a homepage banner linking to LMP's SoundCloud
- Put “Vamos A Celebrar” on LMP's SoundCloud in February 2012, with a sidebar feature on LMP's site
- Ran homepage banners for LMP DJ Nika's “Follow The Light” featuring Chito Rock from June

to August 2012, then posted its video in December

- Shared it with the LMP DJ network on Basecamp, its home before the Discord

↗ LMP's homepage with the “No Se Lo Que Dice” feature, Dec 2009 (archived) ↗

↗ LMP's homepage with “Boom Bye Bye”, May 2010 (archived) ↗

↗ “Vamos A Celebrar” on LMP's SoundCloud (archived) ↗

↗ LMP's history page, 2010 (archived) ↗

Run one with us

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