JOCH ENTERTAINMENT (JOCHY RODRÍGUEZ) · 2021–2022 · SINGLE RELEASE · DJ GEAR SPONSORSHIP

Elvis Martínez & Prince Royce

Veterana

Jochy Rodríguez's Joch Entertainment brought LMP in to promote “Veterana”, Elvis Martínez's bachata with Prince Royce, released on 2 December 2021.

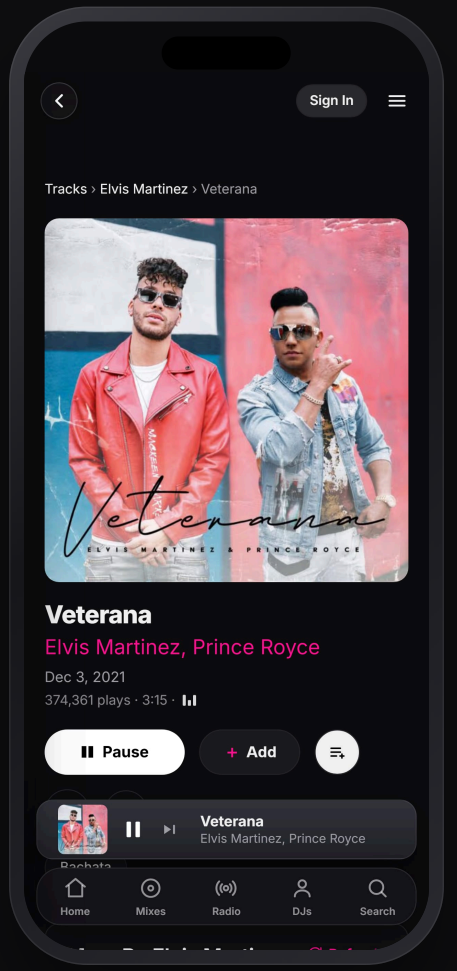
It was on LMP's Instagram, IAMLMP.com and the record pool the next day — and in 2022 Jochy Rodríguez, Prince Royce and Elvis Martínez sponsored the LMP DJs' new gear.



Printed from iamlmp.com/advertise/campaigns/elvis-martinez-prince-royce-veterana/ on November 17, 2026 at 6:51 AM (New York time). Figures marked Live are as our automated feeds stood at that time — they refresh hourly to daily.

What we did

- Released it as a reel on LMP's Instagram on 3 December 2021, the day after it came out — “Ya salió la nueva bachata de @princeroyce & @elvismartinezeljefe ... Está disponible en todas las plataformas digitales!”
  - 32,000+ Instagram followers today
- Published it on IAMLMP.com the same day — it streams on the site and in the LMP DJ app
  - 150,000+ page views across IAMLMP.com in the last 28 days
  - 21,000+ app downloads
- Delivered it to the LMP Record Pool for the DJ network — the single, a clean version and DJ edits
  - 52 versions in its first 6 weeks
  - Serving DJs since 2003
- Posted it to LMP's DJ Discord, IAMLMP DJs
  - 671 members today
- Made a comedy reel around it for LMP's Instagram — “#Caché buscando su #Veterana”, 15 December 2021
- Jochy Rodríguez, Prince Royce and Elvis Martínez sponsored the LMP DJs' new gear for 2022 — thanked on LMP's Instagram and Facebook on 7 March 2022
  - 90,000+ Facebook followers today



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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.

374,364

plays of “Veterana” on IAMLMP.com

LIVE

Hear it on IAMLMP.com →

52

versions of “Veterana” in the LMP Record Pool in its first six weeks there

The single, a clean version and DJ edits, 3 December 2021 – 14 January 2022.

RECORD POOL CATALOG, OCT 2026

3,052

views of LMP's release reel for “Veterana” on Instagram

98 likes. From Instagram's insights for the reel, read October 2026.

INSTAGRAM INSIGHTS, OCT 2026

Hear “Veterana” on IAMLMP.com

The release reel on Instagram ↗

The comedy reel ↗

The LMP DJ gear post ↗

From the campaign



LMP's release reel, 3 December 2021.



“#Caché buscando su #Veterana” — LMP's comedy reel, 15 December 2021.



The LMP DJs' 2022 gear, sponsored by Jochy Rodríguez, Prince Royce and Elvis Martínez — 7 March 2022.

Run one with us

Talk to us