HBO / GLOBALHUE · 2014 · BRAND CAMPAIGN · MIXTAPE

HBO — Game of Thrones

Catch the Throne: The Mixtape

In March 2014, HBO released Catch the Throne, a free mixtape of original tracks inspired by Game of Thrones, to reach Latin and urban audiences ahead of Season 4. It featured Daddy Yankee, Common, Big Boi, Wale and Snow Tha Product, with Bodega Bamz, Dee Goodz, Dominik Omega, Kilo Kish and Magazeen.

HBO and its multicultural agency GlobalHue brought LMP in to carry it to those audiences.



Printed from iamlmp.com/advertise/campaigns/hbo-game-of-thrones-catch-the-throne/ on November 8, 2026 at 6:52 AM (New York time). Figures marked Live are as our automated feeds stood at that time — they refresh hourly to daily.

What we did

- Promoted the mixtape across LMP's social network, website and music portals
  151,000+ page views across IAMLMP.com in the last 28 days
- Pushed it through the DJ pool, the email list and the YouTube channel
  Serving DJs since 2003
- Drove listeners to the tracks on HBO's Catch the Throne SoundCloud
- Made its own 32-second spot for the mixtape and put it on LMP's Vimeo on 6 March 2014, the day before launch

- Posted the mixtape on launch day, 7 March 2014, and made the spot the lead slide of LMP's homepage — with a "Listen to the mixtape" button to HBO's SoundCloud — through March and again at the end of April
- Ran the mixtape's banners across LMP's site — the homepage banner rotator and two sidebar ad units linking to HBO's SoundCloud — from 7 March to the end of April 2014
- Shared it with the LMP DJ network on Basecamp, its home before the Discord

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.

1,526,628

plays on HBO's Catch the Throne SoundCloud in its first month

All ten tracks, across the whole launch — not LMP's share alone. Eight of the ten had passed 100,000.

ARCHIVED 8 APR 2014

↗ **LMP's launch-day post, 7 Mar 2014 (archived)** ↗

↗ **LMP's homepage, 14 Mar 2014 (archived)** ↗

↗ **LMP's spot on Vimeo (archived)** ↗

↗ **See the archived counters** ↗

The launch it was part of

For context — the season the mixtape was made to promote. HBO's own marketing was far larger than any one partner's.

- The Season 4 premiere drew 6.6 million viewers, HBO's biggest audience since The Sopranos finale in 2007 TODAY

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