J ALVAREZ · 2013 · ARTIST CAMPAIGN · FESTIVAL HEADLINER

J Alvarez

Headlining LMP Summer Fest 2013

In 2013 LMP turned its annual anniversary party into LMP Summer Fest — Saturday 29 June at La Marina, the waterfront venue on Dyckman Street in Manhattan — and made J Alvarez the main event.

Around the show LMP ran a campaign for him: an official summer mixtape, “La Trayectoria”, mixed by DJ Santana; his single “La Cita” on the LMP app; and three months of announcements across LMP's channels. Red Bull and Flow Music were on the flyer.



LMP's flyer — 29 June 2013 (the contact line removed).

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What we did

- Booked J Alvarez to headline LMP Summer Fest 2013 at La Marina, New York, on Saturday 29 June 2013 — “the main event”, performing his hits
- Built the lineup around him — iSwing, N'klabe, Andy Andy, Young Sosa, JR, Solos, Kid Glory, Mike Stanley and Karen Rodriguez of American Idol — with dozens of LMP DJs in the mix
- Put out an official J Alvarez summer mixtape, “La Trayectoria”, mixed by DJ Santana, as a download on LMP's site in June 2013
- Pushed his single “La Cita” on the LMP app — past 60,000 plays by mid-June 2013, by LMP's own count

- Promoted the festival for three months across LMP's channels — the announcement in March, J Alvarez as headliner in April, the lineup and tickets through June; the first 400 advance tickets sold out
- Kept working with him after the show: the LMP-exclusive “Dile” remix with La Nueva Escuela (February 2014), interviews on LMP's radio shows (2016, 2018), and his private album listening party with LMP's DJs (May 2019)
- Shared it with the LMP DJ network on Basecamp, its home before the Discord

LMP Summer Fest 2013 announced · Mar 2013 ↗ | J Alvarez headlines · Apr 2013 ↗ | The official J Alvarez mixtape · Jun 2013 ↗ | First 400 tickets sold out · Jun 2013 ↗ | His album listening party with LMP's DJs · May 2019 ↗

From the campaign



Announcing the headliner — April 2013.



The official J Alvarez mixtape by DJ Santana — June 2013.



The stage at La Marina — 29 June 2013.



LMP Summer Fest, that night.



LMP's team at his album listening party — May 2019.

Run one with us

Talk to us