SONY MUSIC LATIN · 2025 · PARADE FLOAT · STREET ACTIVATION

J Noa

Los 5Golpe at the Dominican Day Parade

Sony Music Latin partnered with LMP to put rising rap artist J Noa and her EP Los 5Golpe in front of the National Dominican Day Parade on 10 August 2025 — Sixth Avenue, Manhattan, and one of the biggest days in the Dominican calendar.

The EP came out in May; the parade was the moment to take it to the street, riding on cultural pride and the energy of the day.



The float and the Los 5Golpe banner on the parade route.

Printed from iamlmp.com/advertise/campaigns/j-noa-los-5golpe/ 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

- Designed and ran a branded parade float for J Noa, carrying her visuals and her sound up Sixth Avenue
- Produced every piece of material around it — signage, merch and handouts
- Covered the day live across social media
- Released a reel from the parade on LMP's Instagram on 15 August 2025, with J Noa and Twins Print

  32,000+ Instagram followers today
- Connected J Noa with DJs and influencers to carry her music into mixes and online content
- Shared it on LMP's DJ Discord, IAMLMP DJs

  661 members today

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.

4,625

views of LMP's parade reel on Instagram

Seen by 3,418 accounts — 78 likes and 18 comments. Instagram's own insights.

SEPT 2026

See the reel on Instagram ↗

LMP's parade reel ↗ | Another reel from the parade ↗

From the campaign



Around the parade weekend in New York.

Run one with us

Talk to us