PLATOON · 2026 · SINGLE RELEASE

Jheral

Locura



Platoon, Apple Music's artist-services company, brought LMP in to promote “Locura”, the afrobeat single from Jheral, known as “La Joya del Caribe”. It came out on 30 January 2026.

LMP's reel went out on release day, and the single went up on IAMLMP.com the next day.

Printed from iamlmp.com/advertise/campaigns/jheral-locura/ on November 17, 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

- Published it on IAMLMP.com — 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 as an MP3, then in lossless WAV
  - Serving DJs since 2003
- Posted it to LMP's DJ Discord, IAMLMP DJs
  - 671 members today
- Released it as a reel on LMP's Instagram and Facebook on release day, 30 January 2026, tagging Jheral and Platoon
  - 32,000+ Instagram followers today
  - 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.

102,544

plays of “Locura” on IAMLMP.com

LIVE

Hear it on IAMLMP.com →

2

versions of “Locura” in the LMP Record Pool

The single as an MP3 (31 January 2026) and in lossless WAV (6 March 2026).

RECORD POOL CATALOG, OCT 2026

Hear “Locura” on IAMLMP.com

See the reel on Instagram ↗

Watch it on Facebook ↗

From the campaign



LMP's reel on release day, 30 January 2026.

Run one with us

Talk to us