K.O. EL MAS COMPLETO · 2009–2014 · ARTIST PROMOTION · BANNERS · SOUNDCLOUD

K.O. El Mas Completo

From “Lola” to the “WEJE” banner campaign

LMP worked K.O. El Mas Completo's music for years: “Lola” went out on LMP's Official 2009 Dominican Parade Mixtape, he cut a freestyle for LMP in 2010, LMP posted his singles and features through 2014, and in autumn 2012 it ran homepage banner campaigns for the “Dale Chocolate” video and his single “WEJE (Rafagaso)”.



The “WEJE (Rafagaso)” banner — September–October 2012 (the contact line removed).

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What we did

- Put “Lola” on LMP's Official 2009 Dominican Parade Mixtape on SoundCloud in August 2009 — 4,188 plays and 918 downloads in its first days, by SoundCloud's own counters
- Released his “Plomo Plomo (LMP Freestyle)” on LMP's SoundCloud in August 2010 — 25,147 plays within a week
- Posted his singles and features on LMP's site and SoundCloud from 2010 to 2014 — among them “Tu Ta En Tobul”, “CocoLoso” with Zawezo, Gloria Estefan's “Hotel Nacional” remix and “En La Discoteca” with Fuego
- Ran a homepage banner campaign for his single “WEJE (Rafagaso)” in September–October 2012 — square, tall and slider banners linking to LMP Radio's SoundCloud
- Pushed the video for Valentino's “Dale Chocolate” remix, featuring Don Chezina and K.O., in September 2012 — a homepage slider and ad
- 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.

25,147

plays of his “Plomo Plomo (LMP Freestyle)” on LMP's SoundCloud within a week

With 1,861 downloads. SoundCloud's own counters, as archived on 31 August 2010.

SOUNDCLOUD · AUG 2010

See the archived page ↗

↗ “Lola” on LMP's 2009 Parade Mixtape (archived) ↗

↗ The “WEJE” campaign on LMP's homepage, Sep 2012 (archived) ↗

↗ The “Dale Chocolate” video post, Sep 2012 (archived) ↗

From the campaign



“Dale Chocolate”, the new video — September 2012.

Run one with us

Talk to us