

Little Vinyl Joys

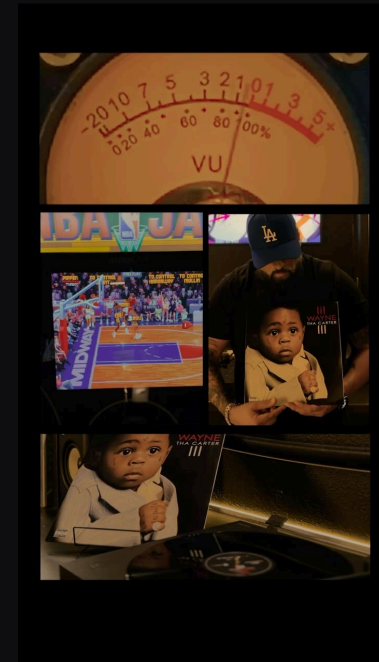
"Now Playing" VU meter stand

Little Vinyl Joys makes the "Now Playing" VU meter stand, a display for the record on the turntable. We put it in front of collectors on Vinyl & Culturas, LMP's own vinyl series.

It sat in the shot for three reels: George Michael's "Careless Whisper" on 28 July 2026 and Nas' "Made You Look" the next day, then Lil Wayne's "A Milli" on 16 September. The stand is in frame for the whole of each reel, not a mention at the end, and every caption credits @little.vinyl.joys.

"A Milli" took off on Facebook, where it passed 63,000 plays on its own.

Printed from iamlmp.com/advertise/campaigns/little-vinyl-joys-now-playing-vu-meter/ on October 30, 2026 at 11:43 AM (New York time). Figures marked Live are as our automated feeds stood at that time — they refresh hourly to daily.



"A Milli" — 16 September 2026.

What we did

- Placed the "Now Playing" VU meter stand in three cinematic vinyl sessions for Vinyl & Culturas, LMP's vinyl series

474 records in the Vinyl & Culturas collection today

- Released each one as a reel on Vinyl & Culturas' Instagram, crediting @little.vinyl.joys in the caption

12,000+ Instagram followers today

- Posted all three to Vinyl & Culturas' TikTok and Facebook Page as well

- Shared them on LMP's DJ Discord, IAMLMP DJs

651 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.

85,835

views across the three reels, on Instagram, TikTok and Facebook

The three reels added up — each on its own beside it.

LIVE

70,838

views of "A Milli", on Instagram, TikTok and Facebook

6,782 on Instagram · 830 on TikTok · 63,226 on Facebook.

LIVE

[Watch it on Facebook ↗](#)

10,447

views of "Careless Whisper", on Instagram, TikTok and Facebook

9,281 on Instagram · 936 on TikTok · 230 on Facebook.

LIVE

[See the reel on Instagram ↗](#)

4,550

views of "Made You Look", on Instagram, TikTok and Facebook

3,510 on Instagram · 786 on TikTok · 254 on Facebook.

LIVE

[See the reel on Instagram ↗](#)

 ["A Milli" on Instagram ↗](#)

 ["A Milli" on Facebook ↗](#)

 ["Careless Whisper" on Instagram ↗](#)

 ["Made You Look" on Instagram ↗](#)

 [Vinyl & Culturas on TikTok ↗](#)

 [Little Vinyl Joys on Instagram ↗](#)

[↗ Partners on Vinyl & Culturas ↗](#)

From the campaign



"Careless Whisper" — 28 July 2026.



"Made You Look" — 29 July 2026.

Run one with us

[Talk to us](#)