MACHETE MUSIC · 2026 · PRODUCT PLACEMENT

Machete Music

20 Años de Cultura

Machete Music — the label behind Wisin y Yandel, Don Omar, Ivy Queen and Héctor El Father — marked twenty years with 20 Años de Cultura, and brought LMP in to put it in front of the people who collect this music.

We filmed two reels for it on Vinyl & Culturas, LMP's own vinyl series: Don Omar's “Danza Kuduro” as a cinematic vinyl session, posted on 19 June 2026, then an unboxing of the box, posted on 24 July.



The unboxing reel's opening frame — 24 July 2026.

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What we did

- Filmed Don Omar's “Danza Kuduro” — from Meet the Orphans, a Machete record — as a cinematic vinyl session, released as a Vinyl & Culturas reel on 19 June 2026
- Filmed a cinematic unboxing of the 20 Años de Cultura box for Vinyl & Culturas, LMP's vinyl series — the label's run on record, from Don Omar's The Last Don to Héctor El Father's The Bad Boy

  489 records in the Vinyl & Culturas collection today
- Released it as a reel on Vinyl & Culturas' Instagram on 24 July 2026, tagging @machetemusic

  13,000+ Instagram followers today

- Posted the unboxing as a YouTube Short the same day, and to Vinyl & Culturas' TikTok
- Shared it on LMP's DJ Discord, IAMLMP DJs

  664 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.

9,105
views of the unboxing reel on Instagram
The series' median reel: 4,443 views.
LIVE
See the reel on Instagram ↗

6,828
views of the “Danza Kuduro” reel on Instagram
The series' median reel: 4,443 views.
LIVE
See the reel on Instagram ↗

459
likes on the unboxing reel
50 per 1,000 views — the series' median is 46.
LIVE

351
likes on the “Danza Kuduro” reel
51 per 1,000 views — the series' median is 46.
LIVE

Unboxing reel on Instagram ↗ · “Danza Kuduro” reel on Instagram ↗ · Unboxing YouTube Short ↗ · Vinyl & Culturas on TikTok ↗

↗ Unboxing on Vinyl & Culturas ↗ · ↗ “Danza Kuduro” on Vinyl & Culturas ↗

From the campaign



"Danza Kuduro" on Vinyl & Culturas — 19 June 2026.



The lid: "Celebrando 20 años de cultura". From the unboxing, July 2026.



Héctor El Father and Don Omar on the shelf, a record on the platter. From the unboxing, July 2026.

Run one with us

Talk to us