NUVO · 2010 · STREET MARKETING · BRAND SPONSORSHIP

NUVO Sparkling Liqueur

“NUVO in the Mix” — the LMP van

NUVO, the pink sparkling liqueur, sponsored LMP's first van — NUVO's bottles and branding ran on its panels under the line “NUVO in the Mix with LMP DJ's”, beside LMP's own name, LMP Radio and the record pool.

LMP's own history put it plainly: in 2010 it stepped into street promotion with “a wrapped up van sponsored by Nuvo”, running all over the Tri-State area. The van handed out free LMP mix CDs in New York City's neighborhoods, NUVO's ads ran across LMP's website that autumn, and by December 2016 NUVO was back as a sponsor of LMP Radio.



LMP's first van, sponsored by NUVO.

Printed from iamlmp.com/advertise/campaigns/nuvo-sparkling-liqueur-van/ on November 12, 2026 at 6:55 AM (New York time). Figures marked Live are as our automated feeds stood at that time — they refresh hourly to daily.

What we did

- Put NUVO Sparkling Liqueur on LMP's first van — “NUVO in the Mix with LMP DJ's”
- Drove it through New York City neighborhoods in 2010, handing out free LMP mix CDs to anyone who stopped it — among them a Saturday giveaway at 181st Street and St. Nicholas Avenue on 2 October 2010, with LMP's DJs and staff
- Ran NUVO's ads across LMP's website from August to December 2010 — header slides, a banner and a home-page feature linking to NUVO

- Put NUVO beside LMP Radio and the LMP record pool on the van's panels
- Had NUVO back as a sponsor of LMP Radio by December 2016
- Shared it with the LMP DJ network on Basecamp, its home before the Discord

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↗ LMP's history page (archived) ↗ ↗ The van flyer, Oct 2010 (archived) ↗ ↗ LMP's home page with NUVO, Sep 2010 (archived) ↗

LMP's Facebook post · Aug 2010 ↗ NUVO sponsors LMP Radio · Dec 2016 ↗ LMP's #tbt post on Instagram ↗

↗ NUVO Sparkling Liqueur ↗

From the campaign



LMP's van promotion flyer — 2 October 2010.



NUVO's banner on LMP's website, autumn 2010.



On LMP's Facebook, August 2010: "You might see this van in your hood in NEW YORK CITY."

Run one with us

Talk to us