MR. 305 INC · 2015 · VIDEO PREMIERE · STREET ACTIVATION

Pitbull feat. Gente de Zona

“Piensas” — the Times Square premiere



Mr. 305 Inc brought LMP in to make noise for the world premiere of the video for “Piensas (Dile la Verdad)”, Pitbull featuring Gente de Zona, in Times Square on the evening of 28 May 2015.

The goal: a moment that worked on the street and online at the same time.

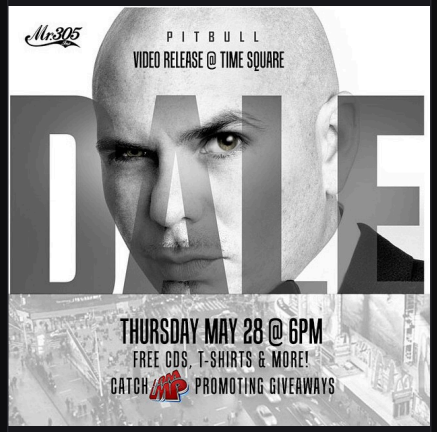
Printed from iamlmp.com/advertise/campaigns/pitbull-gente-de-zona-piensas/ on November 9, 2026 at 4:34 PM (New York time). Figures marked Live are as our automated feeds stood at that time — they refresh hourly to daily.

What we did

- Ran the street-level activation around the premiere
- Handed out branded DALE CDs and T-shirts to fans and passers-by
- Put a mobile screen truck on the streets playing the video and campaign visuals
- Carried the night on social media with live content and influencer posts
- Delivered it to the LMP Record Pool for the DJ network
- Shared it with the LMP DJ network on Basecamp, its home before the Discord
- Announced the night the day before on LMP's social channels — “Catch LMP promoting giveaways”

LMP's announcement · 27 May 2015 ↗

From the campaign



LMP's flyer for the premiere — 28 May 2015.











Run one with us

Talk to us