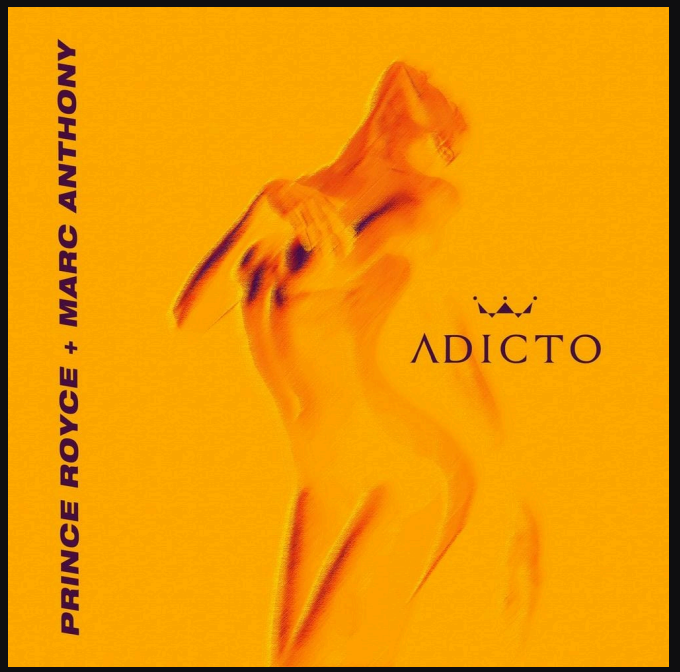
SONY MUSIC LATIN · 2018 · SINGLE LAUNCH

Prince Royce feat. Marc Anthony

Adicto

Sony Music Latin brought LMP in to promote “Adicto”, Prince Royce's bachata with Marc Anthony, released on 16 November 2018.

LMP teased the collaboration three days before the release, and the record pool carried it to DJs from 22 November — among the versions, two LMPool intro edits.



Printed from iamlmp.com/advertise/campaigns/prince-royce-marc-anthony-adicto/ on November 17, 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

- Teased it on LMP's Instagram and Facebook on 13 November 2018, three days before the release — “Are you guys ready for this featuring…”, tagging both artists, “VIERNES // FRIDAY”

  32,000+ Instagram followers today · 90,000+ Facebook followers today

- Delivered it to the LMP Record Pool for the DJ network — the single plus DJ edits, among them two LMPool intro edits by DJ Leo

  9 versions in its first 6 weeks · Serving DJs since 2003

- Posted it to LMP's DJ Discord, IAMLMP DJs

  671 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

versions of “Adicto” in the LMP Record Pool in its first six weeks there

The single plus DJ edits, 22 November 2018 – 3 January 2019.

RECORD POOL CATALOG, OCT 2026

The teaser on Instagram ↗ The teaser on Facebook ↗

From the campaign



LMP's teaser, 13 November 2018.

Run one with us

Talk to us