SONY MUSIC LATIN · 2023 · SINGLE LAUNCH

Prince Royce

Me EnRD

Sony Music Latin partnered with LMP to launch “Me EnRD”, a single from what became Prince Royce's seventh studio album, Llamada Perdida.

The single dropped the same day Royce performed it live at the 2023 Latin American Music Awards — a ready-made moment to activate around, online and in the clubs.

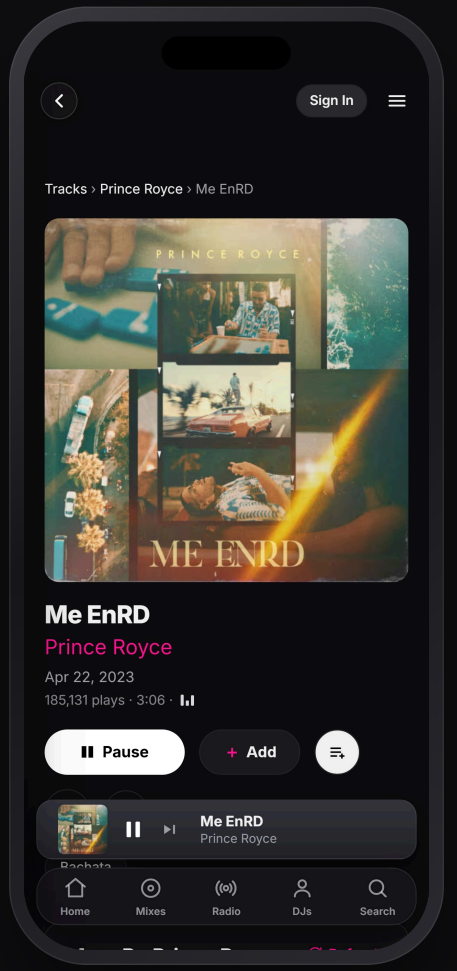


In the club, #MeEnrd.

Printed from iamlmp.com/advertise/campaigns/prince-royce-me-enrd/ on November 8, 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

- Featured and promoted the single across IAMLMP.com and the LMP app
  - 151,000+ page views across IAMLMP.com in the last 28 days
  - 21,000+ app downloads
- Delivered it to the LMP Record Pool for the DJ network — the single plus DJ intros, acapella starters, a merengue-to-bachata transition, the acapella and the instrumental
  - 18 versions in its first 6 weeks
  - Serving DJs since 2003
- Worked the track into LMP DJs' live mixes
  - 140 DJs on the roster today
- Amplified it through Instagram and Facebook — starting with a reel on LMP's Instagram on release day, 20 April 2023
  - 32,000+ Instagram followers today
  - 90,000+ Facebook followers today
- Built momentum with influencer reposts
- A social media blast: LMP DJs posted it to their Instagram stories — from the booth and the club — and LMP reshared them
  - 140 DJs on the roster today
- Posted it to LMP's DJ Discord, IAMLMP DJs
  - 661 members today



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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.

185,137

plays on IAMLMP.com

LIVE

Hear it on IAMLMP.com →

1,283

likes on LMP's release-day “Me EnRD” reel on Instagram

The count shown on the post.

SEPT 2026

See the reel on Instagram ↗

18

versions of “Me EnRD” in the LMP Record Pool within six weeks of release

The single plus DJ intros, acapella starters, a merengue-to-bachata transition, the acapella and the instrumental, 21 April – 11 May 2023.

SEPT 2026

Hear it on IAMLMP.com

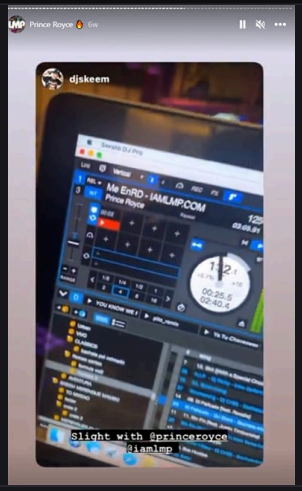
See the reel on Instagram ↗

How the record performed

The record's own public results, for context. They belong to the artist and the label, and many hands move a record — each line links to its source.

- #1 on Billboard Latin Airplay Billboard
- #1 on Billboard Tropical Airplay Billboard
- #1 on Monitor Latino's Dominican Republic Bachata chart Monitor Latino
- The album it appears on, Llamada Perdida: 2× Platinum (Latin) in the US RIAA

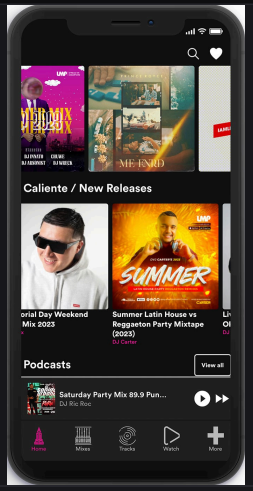
From the campaign



The LMP file on the decks in Serato, tagging Prince Royce and @iamlmp.



djblastnyc in the booth, tagging Prince Royce and @iamlmp.



Featured in the LMP app.



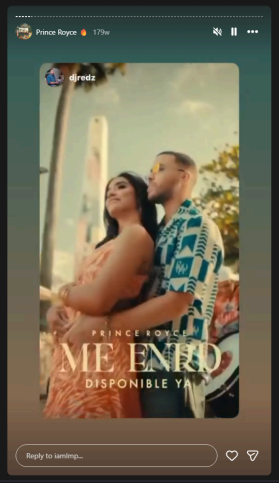
djalymo on Instagram, tagging @iamlmp and Prince Royce — April 2023.



deejaynegrito on Instagram — April 2023.



djjuano on Instagram, tagging Prince Royce and @iamlmp — April 2023.



djredz on Instagram — April 2023.

Run one with us

Talk to us