SONY MUSIC LATIN · 2011 & 2014 · ALBUM LAUNCHES · STREET MARKETING

Romeo Santos

Fórmula, Vol. 1 & Vol. 2



Sony Music Latin partnered with LMP to launch Fórmula, Vol. 1 — Romeo Santos' debut solo album, released in November 2011 — through a targeted online campaign aimed at his core Latin and urban audiences.

On the street, LMP handed out its own promo CDs of “Promise” and “You” from the LMP van in September 2011, then re-wrapped the van in Fórmula art that October. It was hard to miss: in May 2012 Thalía tweeted a photo of it in Manhattan.

Sony brought LMP back for the digital campaign on Fórmula, Vol. 2 in 2014.

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What we did

- Multi-platform promotion across social media, email lists, the DJ pool and music portals
  Serving DJs since 2003
- Organic push through LMP's influencer network and content syndication
- Singles amplified across IAMLMP, SoundCloud, YouTube and live DJ support
  151,000+ page views across IAMLMP.com in the last 28 days
- Street marketing in New York with custom vehicle wraps in Fórmula art

- Pressed LMP promo CDs of “Promise” (with Usher) and “You” — “Formula Vol. 1 in stores November” — and handed them out free from the LMP van in New York in September 2011
- Re-wrapped LMP's van in Fórmula, Vol. 1 artwork in October 2011 — “officially promoting for Romeo Santos in the streets”
- 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

Free promo CDs from the LMP van · Sep 2011 ↗ | The #LMPVAN in Fórmula art · Oct 2011 ↗

↗ “The new LMP Van w/ Romeo Santos!” (archived) ↗ | Thalía's tweet of the van · May 2012 ↗

How the albums 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.

- Fórmula, Vol. 1: #1 on Billboard Top Latin Albums for 17 weeks Billboard
- Fórmula, Vol. 1: #1 on Billboard Tropical Albums for 33 weeks Billboard
- Fórmula, Vol. 1: the #1 Latin album of 2012 in the US Billboard
- Fórmula, Vol. 1: Top Latin Album at the 2012 Billboard Music Awards The Hollywood Reporter
- Fórmula, Vol. 1: 24× Platinum (Latin) in the US RIAA
- Fórmula, Vol. 2: debuted at #5 on the Billboard 200 with 85,000 copies in its first week Billboard
- “Odio” (feat. Drake): 13 straight weeks at #1 on Billboard Hot Latin Songs Billboard
- “Propuesta Indecente”: 86× Platinum (Latin) in the US RIAA
- “Odio”: 61× Platinum (Latin) in the US RIAA

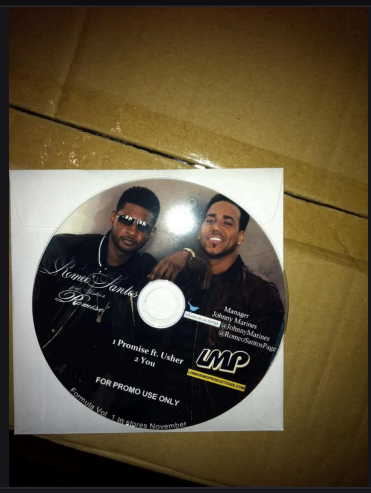
From the campaign



Wrapped vehicles for the launch. LMP Radio, on the wrap, is now IAMLMP.com.



The #LMPVAN in Fórmula art — October 2011.



LMP's promo CD, handed out from the van — September 2011.

Run one with us

Talk to us