SONY MUSIC LATIN · 2023 · SINGLE LAUNCH

Shakira & Fuerza Regida

El Jefe



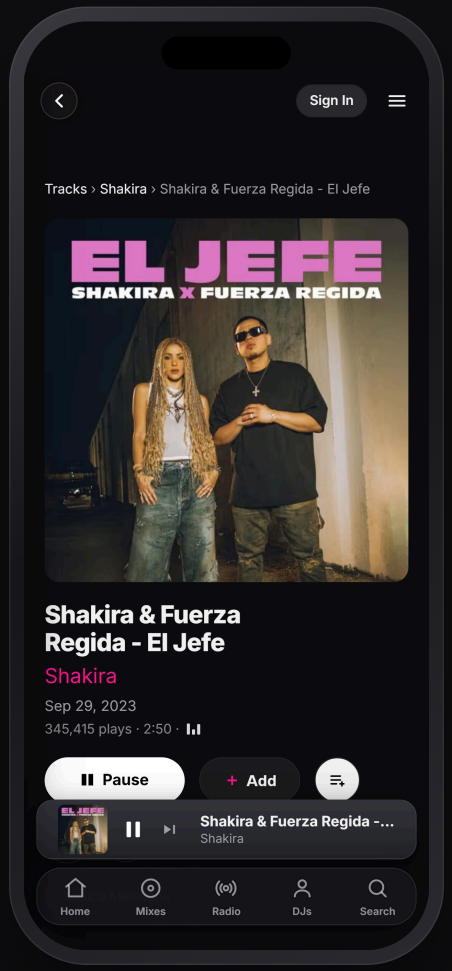
Sony Music Latin partnered with LMP to launch “El Jefe”, Shakira's single with Fuerza Regida, released on 20 September 2023 and later included on her twelfth studio album, Las Mujeres Ya No Lloran.

The brief: drive digital engagement and cultural momentum across Latin and urban audiences.

Printed from iamlmp.com/advertise/campaigns/shakira-fuerza-regida-el-jefe/ on November 9, 2026 at 4:36 PM (New York time). Figures marked Live are as our automated feeds stood at that time — they refresh hourly to daily.

What we did

- Featured the single on IAMLMP.com and the LMP app
  - 150,000+ 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, open-show edits, acapella intros, extended mixes and a remix
  - 21 versions in its first 6 weeks
  - Serving DJs since 2003
- Worked it into live DJ mixes across the network
  - 140 DJs on the roster today
- Promoted it with a YouTube Short
  - 282,000+ YouTube subscribers today
- Amplified it across Instagram and Facebook — including a reel on LMP's Instagram on 29 September 2023
  - 32,000+ Instagram followers today
  - 90,000+ Facebook followers today
- Built organic buzz with influencer reposts and fan-driven content
- Posted it to LMP's DJ Discord, IAMLMP DJs
  - 664 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.

345,420

plays on IAMLMP.com

LIVE

Hear it on IAMLMP.com →

12,516

views of our YouTube Short

LIVE

2,154

views of our “El Jefe” reel on Instagram

28 likes. Instagram's own insights.

SEPT 2026

See the reel on Instagram ↗

21

versions of “El Jefe” in the LMP Record Pool within six weeks of release

The single plus DJ intros, open-show edits, acapella intros, extended mixes and a remix, 25 September – 23 October 2023.

SEPT 2026

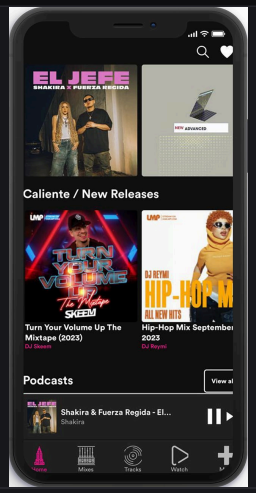
Hear it on IAMLMP.com | Watch the Short ↗ | See the reel on Instagram ↗

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.

- 8× Platinum (Latin) in the US RIAA
- 2× Platinum in Mexico AMPROFON
- Platinum in Spain PROMUSICAE
- Platinum + 2× Gold in Colombia El Heraldo

From the campaign



El Jefe in the LMP app.

Run one with us

Talk to us