TOBY LOVE · 2015 · LIVE SESSION

Toby Love

LMP Live Session

Bachata singer Toby Love brought LMP in to host him — with a full band, backing singers and dancers — for an LMP Live Session — three songs, released as videos on LMP's YouTube on 22 February 2015.

LMP has brought it back on Instagram since, thanking him as the first artist to believe in the vision behind the sessions.



The LMP Live Session — February 2015.

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What we did

- Hosted Toby Love and his band for an LMP Live Session — “Casi Casi”, “El Aire Que Respiro” and “That Girl Is Mine” with Dynasty, released on LMP's YouTube on 22 February 2015
  283,000+ YouTube subscribers today
- Brought it back on LMP's Instagram with #tbt posts in July 2020 and February 2021
  32,000+ Instagram followers today
- Shared it with the LMP DJ network on Basecamp, its home before the Discord

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.

43,344
views of “Casi Casi” from the session on YouTube
LIVE
Watch “Casi Casi” ↗

23,808
views of “El Aire Que Respiro” from the session on YouTube
LIVE
Watch “El Aire Que Respiro” ↗

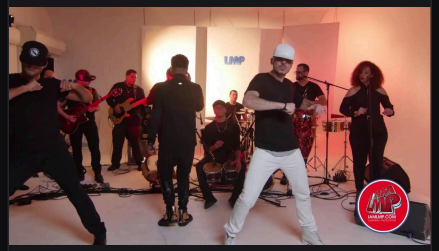
3,595
views of “That Girl Is Mine” from the session on YouTube
LIVE
Watch “That Girl Is Mine” ↗

Watch “Casi Casi” ↗ · Watch “El Aire Que Respiro” ↗ · Watch “That Girl Is Mine” ↗ · #tbt on Instagram · Jul 2020 ↗ · #tbt on Instagram · Feb 2021 ↗

From the campaign


“El Aire Que Respiro”.


“That Girl Is Mine”.


“Casi Casi”.

Run one with us

Talk to us