TONNY TUN TUN · 2009–2018 · ARTIST PROMOTION · BANNERS · SOUNDCLOUD

Tonny Tun Tun

From “Noche De Copas” to “Si Tu Te Vas”

LMP promoted the merengue singer Tonny Tun Tun on its site and SoundCloud. It posted “Noche De Copas” among its singles on Christmas Day 2010 and ran a “Download Now” flyer for it on its homepage that February; in July 2011 it put “Se Nos Rompió El Amor” on its site and SoundCloud, where SoundCloud counted 16,986 plays in under three weeks, and ran a second homepage slide for him that summer. By October 2012 LMP's advertising page listed him among the “artists we have worked with and promoted”.

LMP kept posting his music — “La Llamada” featuring Jowell in 2012 and “La Batalla (Mambo)” on IAMLMP.com in 2015 — and in 2017–2018 delivered “Si Tu Te Vas”, with a bachata remix featuring Luis Vargas and a salsa remix featuring Frankie Negrón, and “No Cree En Amores” to LMP's record pool.



The “Noche De Copas” flyer in LMP's homepage rotation — February 2011 (the contact line removed).

Printed from iamlmp.com/advertise/campaigns/tonny-tun-tun-lmp/ on November 13, 2026 at 6:57 AM (New York time). Figures marked Live are as our automated feeds stood at that time — they refresh hourly to daily.

What we did

- Posted his “Cuando La Brisa Llega” in LMP's April 2009 batch of throwback classics
- Posted “Noche De Copas” among LMP's singles on 25 December 2010, then ran a tall “Download Now” flyer for it in the rotation on LMP's homepage in February 2011, with a download link

- Posted “Se Nos Rompió El Amor” on LMP's site and SoundCloud on 14 July 2011 and had it in the “Caliente” playlist of LMP's homepage player by August — 16,986 plays and 2,116 downloads by 3 August, by SoundCloud's own counters

  16,986 SoundCloud plays in under 3 weeks

- Ran a second “Tonny Tun Tun — Download Now” slide on LMP's homepage in late July and early August 2011, linking to SoundCloud

- Posted “La Llamada” featuring Jowell in LMP's 23 September 2012 singles post

- Posted “La Batalla (Mambo)” as a download on IAMLMP.com on 27 January 2015 — among the homepage's latest posts into April

  149,000+ page views across IAMLMP.com in the last 28 days

- Delivered his singles to the LMP Record Pool for the DJ network — its catalog has “Si Tu Te Vas” from June 2017, the bachata remix with Luis Vargas from July and the salsa remix with Frankie Negrón from August, and “No Cree En Amores” from November 2018

  Serving DJs since 2003

- Carried LMP DJs' mixes with his songs on IAMLMP.com — from DJ Tico's 90's Merengue Mix in 2015 and DJ Santana's Merengue Mix 77 (with “Cuando La Brisa Llega”) in 2016 to DJ Gaby Fusion's Merengue Mix 6 in 2021

  140 DJs on the roster today

- Shared it with the LMP DJ network — on Basecamp, then on the Discord from 2017

  667 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.

16,986

plays of “Se Nos Rompió El Amor” on LMP's SoundCloud in under three weeks

With 2,116 downloads. SoundCloud's own counters, as archived on 3 August 2011.

SOUNDCLOUD · AUG 2011

See the archived page ↗

↗ LMP's April 2009 throwbacks with “Cuando La Brisa Llega” (archived) ↗

↗ “Noche De Copas” on LMP's singles page, Dec 2010 (archived) ↗

↗ LMP's homepage with the “Noche De Copas” flyer, Feb 2011 (archived) ↗

↗ “Se Nos Rompió El Amor” on LMP's SoundCloud, Aug 2011 (archived) ↗

↗ LMP's homepage with the second slide, Jul 2011 (archived) ↗

↗ LMP's singles post with “La Llamada”, Sep 2012 (archived) ↗

↗ LMP's advertising page naming him, Oct 2012 (archived) ↗

↗ “La Batalla (Mambo)” on IAMLMP.com, Feb 2015 (archived) ↗

DJ Santana's Merengue Mix 77

DJ Gaby Fusion's Merengue Mix 6

Run one with us

Talk to us