

The Latin America Music Gateway

Bridging Global Talents with the World's Fastest-Growing Music Ecosystem.

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Portfolio & Results: [HERE](#)

Over the past decade, **Latin America** has consistently ranked as the **fastest-growing music consumption region in the world (IFPI)**.

It is a structural growth market.

We have directed over **20 press campaigns for Grammy-winning artists**, securing high-impact editorial positioning across the region's leading cultural platforms, including **El Heraldo de México, El Universal, Rolling Stone en Español, GQ México, Playboy MX, and WIRED en Español.**



Proven Market Growth



- The **purchasing power of the Hispanic consumer** is growing at a rate that is twice that of the global average.
- **Streaming numbers** in the region have repeatedly **outpaced mature markets such as North America and Western Europe.**
- **Population:** More than **650 million Spanish speakers** and over **60% are under the age of 35.**

Mexico City: The Organic Gateway to Latin America

- The highest music-streaming city worldwide
- The global leader in concert ticket spending
- **Strategic Hub:** Beyond its internal volume, CDMX serves as the primary organic entry point for the entire region, acting as a cultural filter.



Cost-Efficiency & ROI: Navigating Beyond Market Saturation

Compared to the U.S. and Europe, where thousands of artists compete for limited media and playlist space, Latin America offers:

- **Active specialized press seeking international content**
- **Strong editorial ecosystems**
- **Faster loyalty-building cycles**
- **High social amplification**

Emerging and niche artists frequently achieve stronger engagement ratios in Latin America than in Anglo territories.



A nighttime photograph of a large crowd gathered in a city square. In the center, a Mexican flag flies on a tall pole. To the right, a large, ornate building with multiple domes and towers is illuminated. The foreground is filled with a dense crowd of people, many holding up phones. The scene is lit with various colors, including green and blue spotlights.

Our Market Entry Strategy

Successful entry into Latin America requires localized positioning and coordinated media activation.

We operate across three strategic pillars.



1. Narrative Localization

We develop **culturally adapted press materials tailored specifically for Latin American media environments.**

- **Region-focused press releases**
- Narrative reframing aligned with local cultural context
- Distribution to a **curated network of 1,000+ editors and cultural journalists**

This ensures **relevance rather than generic outreach.**

2. High-Authority Placement

Long-term recognition is built **through conversation, not volume.**

- **We secure in-depth interviews across:**
 - Specialized music publications
 - National cultural outlets
 - Radio platforms
 - Podcasts

This positions the artist as a cultural presence, not just a release cycle.





3. Ecosystem Activation

We coordinate:

- Album and single reviews
- Artist profiles
- Cultural features
- Broadcast interviews
- Podcast appearances

This creates layered visibility across digital, print, and broadcast platforms.



Campaigns with Results

- We have worked with projects such as:

Embassy of Sweden In Mexico, Ramón Amezcua (Bostich), Clemente Castillo (Jumbo), Silvana Estrada, Amazónica, Rubén Albarrán (Café Tacvba), Vanbot, Descartes a Kant, Techno Para Dos, Lust For Youth, and in collaboration with other agencies for major labels.

- Featured in outlets such as:

El Sol de México, El Universal, Rolling Stone en Español, Sopitas, Playboy Magazine, WARP, Indie Rocks, Revista Marvin, Filter México, DJ Mag, Reactor 105, W-Radio (96.9), Summa Inferno, Punkeando, Depósito Sonoro, GQ México and more.

MXTX: A Cross-Border Exchange Example

The screenshot shows the Rolling Stone website in Spanish. At the top, there is a search bar, the Rolling Stone logo, and a 'SUSCRÍBETE' button. Below the logo, there are navigation links for 'Música', 'Cine y TV', 'Actualidad', 'Lifestyle', and 'Destinos'. The main article is titled 'Rubén Albarrán y Ramón Amezcuca presentan *'Mundo en Extinción'*'. The article is by Pablo Monroy and is categorized under 'MÉXICO'. The article text states: 'Es el primer sencillo del álbum *MXTX: A Cross-Border Exchange*, un material colaborativo de diferentes artistas mexicanos y estadounidenses'. Below the text, there are social media sharing icons for Facebook, Twitter, and Email. To the right of the article, there is a 'Trending' section with four items:

- 1 60 años del histórico debut de The Beatles
- 2 Borgen estrena su cuarta y, probablemente, última temporada
- 3 La fórmula de Placer: demasiado pop para el punk, demasiado corrosivos para el pop
- 4 Precursoras en la música y la moda, los looks urbanos de Lali y Dua Lipa arriba del escenario

Printed Interviews and Reviews:

- Rolling Stone – <https://bit.ly/3AclSz0>
- El Sol de México – <https://bit.ly/3AGTm8H>
- Indie Rocks – <https://bit.ly/3tqqL4L>
- WARP – <https://bit.ly/3Ecy45k>
- Grita Radio – <https://bit.ly/3Ad27Zr>
- La Banda Elástica – <https://bit.ly/3TzKV71>
- Filter – <https://bit.ly/3GiRyb7>
- Dark Impala - <https://bit.ly/3GdJOXR>
- Mr. Indie – <https://bit.ly/3WREXuK>
- Playlist – <https://bit.ly/3URCzIV>
- Soulwavez – <https://bit.ly/3Gb4uj9>
- Rock En Historias – <https://bit.ly/3hyY0Ad>
- Naufraghost – <https://bit.ly/3hJeMfW>
- Rock 101 – <https://bit.ly/3hthOF5>
- Tracktor - <https://bit.ly/3UzwH7D>
- Crónica - <https://bit.ly/3wAjvTa>

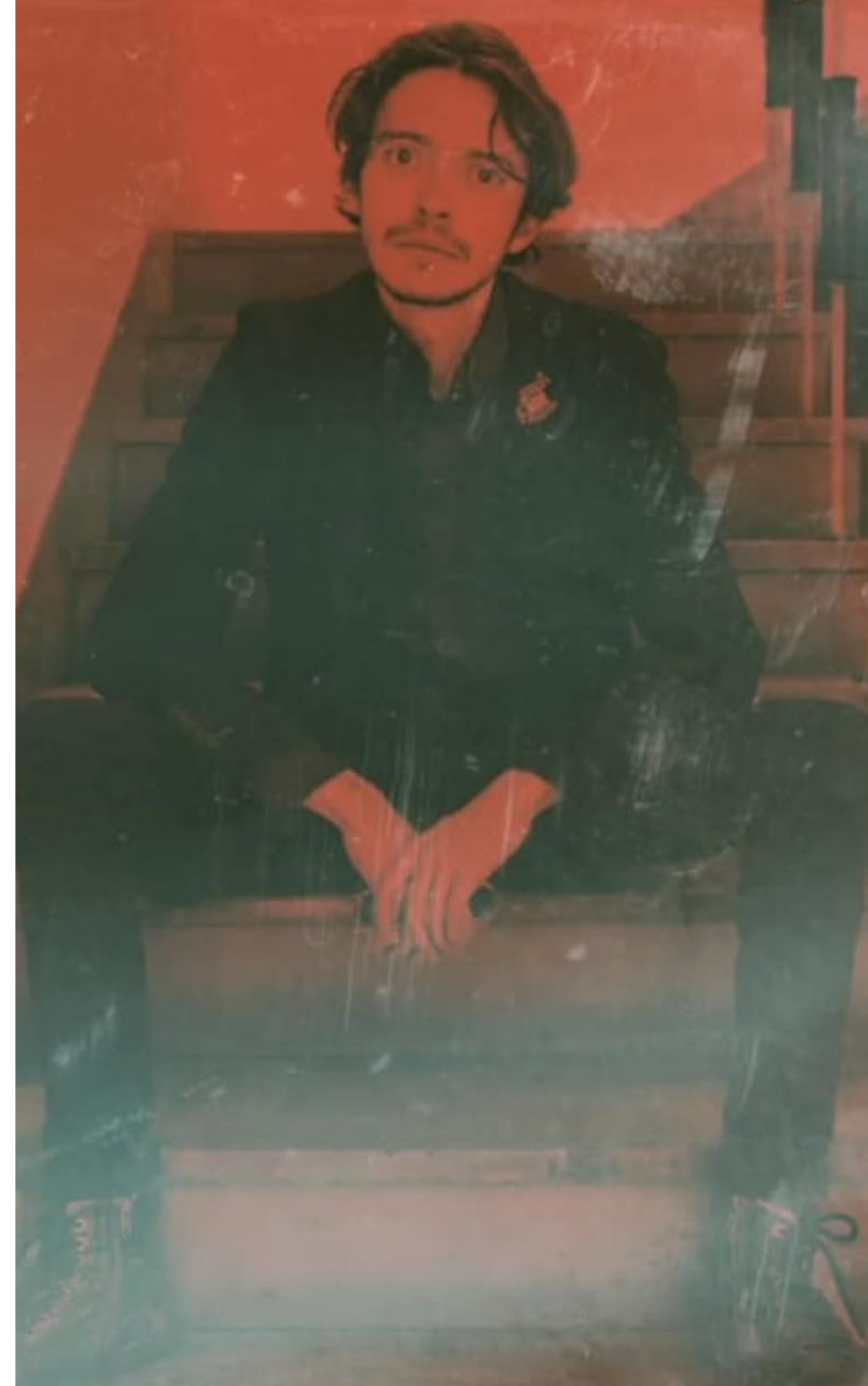
Oscar Adame Galeano is a writer and cultural strategist whose work treats pop music not as entertainment alone, but as cultural infrastructure and soft power.

Former Editor-in-Chief of *WARP Magazine*, one of Latin America's most influential cultural platforms.

His expertise led to recurring appearances as a specialist on CNN and to a five-year tenure as Cultural Analyst on W Radio's flagship program WFM, where he spoke weekly to an audience of over five million listeners.

He has conducted in-depth conversations with artists including Björk, Billie Eilish, and Damon Albarn.

His work has appeared in *Rolling Stone*, *DAZED*, *WIRED* and *Hot Press*.





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