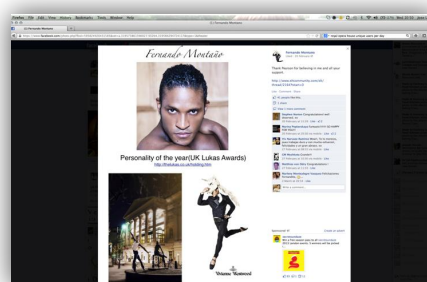
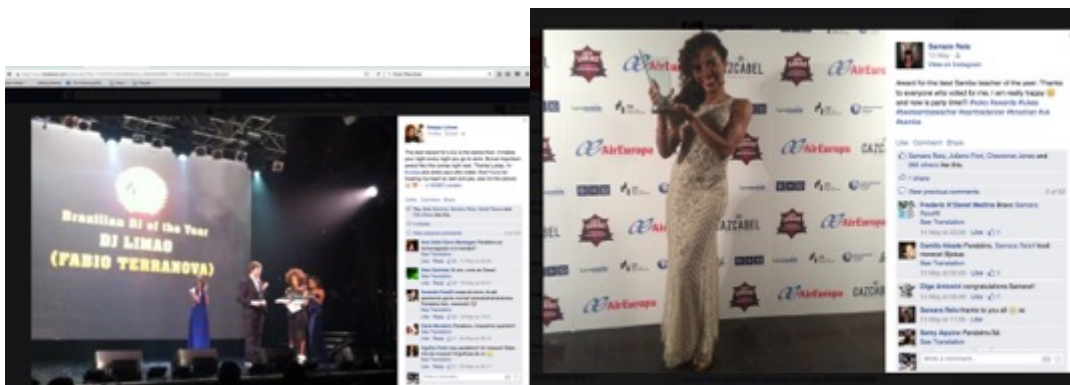


Social network coverage

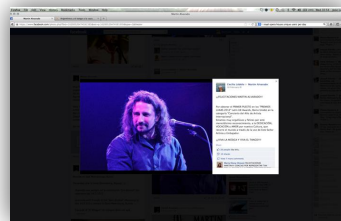
The LUKAS is a viral phenomenon, engaging millions of people across the world each year, as fans campaign for their favourite artists via 1000s of tweets and posts from institutions, celebrities, artists, some of whom have millions of followers and fans. Here are a few examples

FACEBOOK

Millions reached as FACEBOOK posts create feedback, from people congratulating the artists on their wins and winners create collages, making a splash, provoking reaction, showing of trophy and thanking fans



Congratulating the winners (90 comments in this one case)



Specially created LUKAs marketing campaign by nominees



Camilo Menjura Timeline · Recent

Friends · 1,538 (43 Mutual)

Places

- Soho - London, England — Barbara Giovanardi was with Camilo Menjura and 4 others about 3 weeks ago
- Parliament Square — Barbara Giovanardi was with Camilo Menjura and 4 others about 3 weeks ago
- London, United Kingdom — Music for Life was with Rafa Semilla and 3 others about a month ago
- British Museum — Anaratzka was with Camilo Menjura and 3 others about 4 months ago

PASAMOS A LA FINAL!!! PREMIOS "LATIN UK AWARDS - LUKAS" 🎉

Acá el link para votar de nuevo:

<http://www.thelukas.co.uk/wards?category=music&award=59> — with Claudia Lucía Menjura and 2 others.

🎉 AMIGOS GRACIAS A SU APOYO, PASAMOS A LA FINAL EN LOS PREMIOS "LATIN UK AWARDS" !!!

AHORA CON SOLO VOTAR UNA VEZ MAS, DE PRONTO GANAMOS... CLICK EN LINK PARA VOTAR. ¿QUIEN DICE YO?

Like · Comment · Share

Rafa Semilla, Viviana Marcela Castillo Riquero, Luis Nieto and 51 others like this.

Recent

- 2011 Ds
- 2009s
- Born

Sponsored by

Pioneer CDJ 850-K Digi...
guitar4music.com

£759.00 | Now in a sleek black finish, the Pioneer Digital Multimedia Deck with rekordbox...

Grupo Niche en Londres!
comunicacion.co.uk

¡LUKAS!

Ven disfruta la orquesta de salsa colombiana en Electric Braxton viernes 2 de mayo Horrencia Cely and Julian Harnoligo like this.

Posts generating a lot of response (70+ likes in this case)

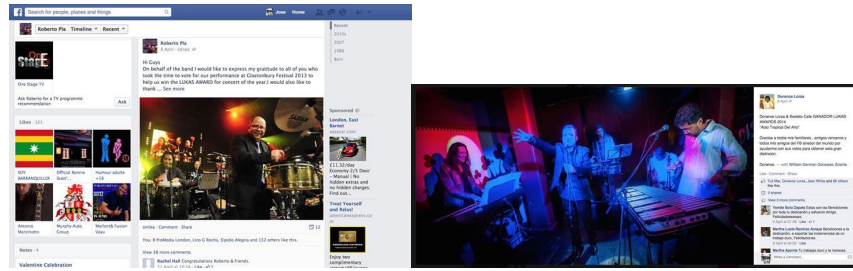
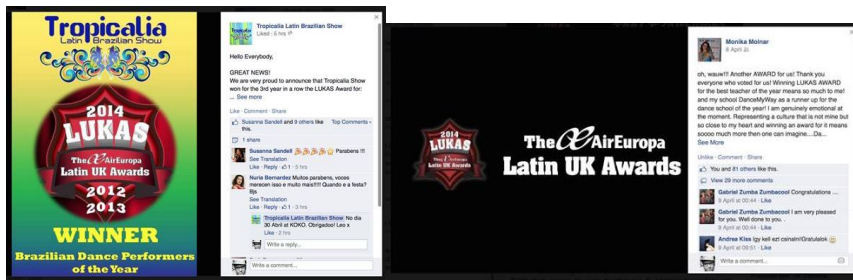


Mi GENTE Sólo queda 1 Día para q VOTEN!!!
 Nominados en la Categoría BUSINESS, para el PREMIO Events Promotor of
 The Year / Promotor de Eventos Del Año.
 #merCORRINCHE
 SÓLO DEN CLICK EN EL ENLAZE/LINK Y VOTEN
[http://www.thelukas.co.uk/...](http://www.thelukas.co.uk/) See more — with Candela Live and La Maldita
 Primavera London.



Create feedback. Many people congratulating the artists on their wins.

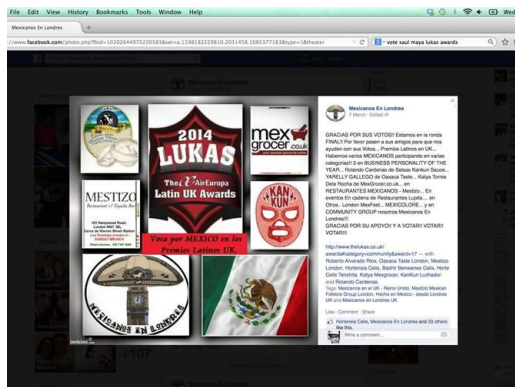




Congratulating the winners (100 + likes in this one case)



Promoting patriotism. One facebook group promoting ALL the Mexican nominees and a website promoting ALL the Spanish ones

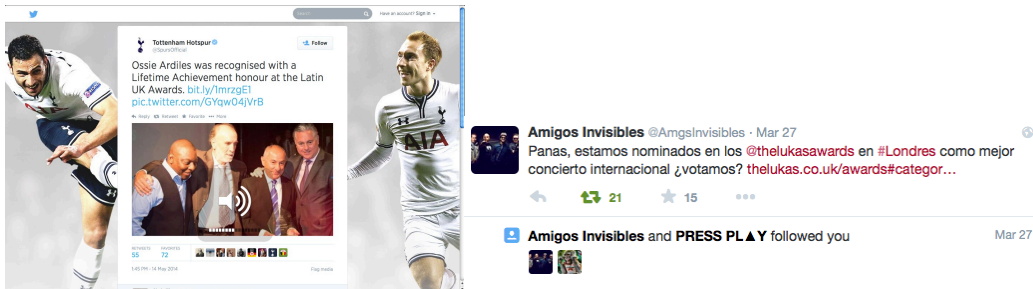




TWITTER

Every year millions of people are reached as artists, celebrities, footballers and fans tweet and retweet about nominees. Here are some of the more high profile ones.

post Spurs Football Club (3 million) retweet Amigos Invisibles (895k)



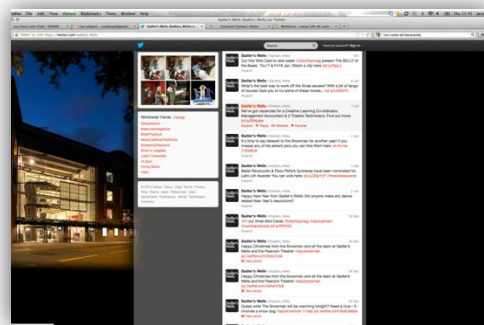
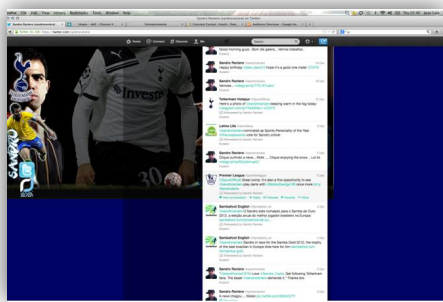
Grupo Niche (240k) and Bianca Jagger posts (65k)



post Huffington Post 60k and post In the Heights 50k



Footballer Sandro 2m And Sadlers Wells 500k



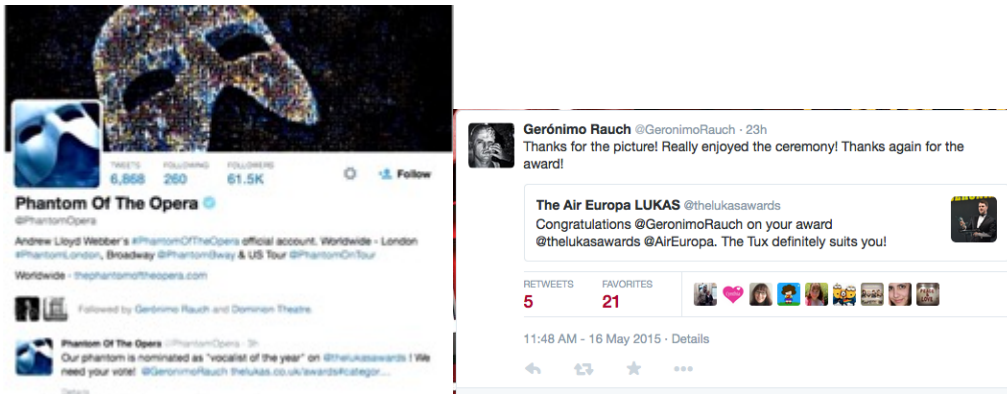
Sadlers Wells retweet 50k

Dancer Thiago Soares

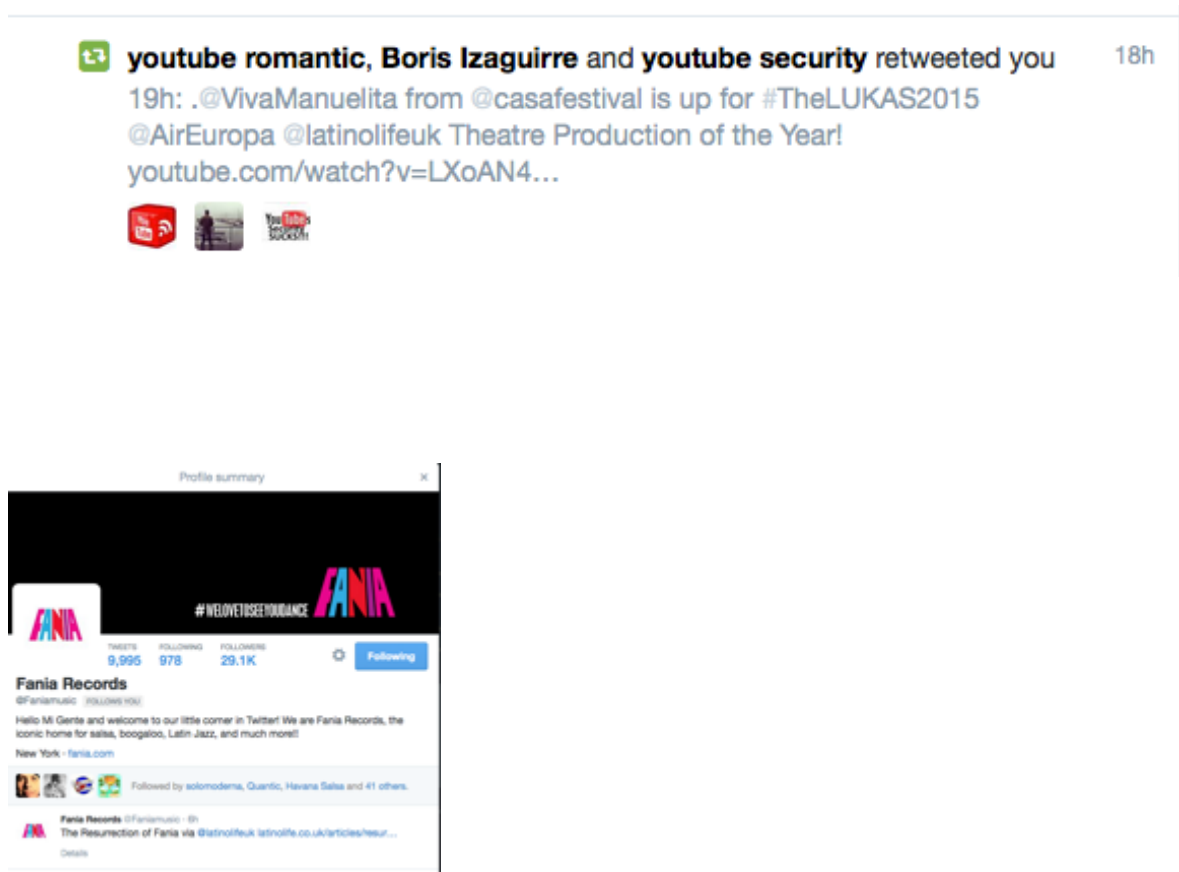


Phantom of the opera 61k supporting Geronimo thank you 21k followers

Phantom of the opera 61k for Geronimo Rauch



Boris Izaguirre retweet – 700k followers and FANIA Records retweet 500k followers



After winners are announced....celebrating tweets



Katerina Vlatakis @Katerinazumba8 · 11h
 Celebrating with my close #zumba family the award of the best zumba #instructor in #UK by @thelukasawards! Yayyyyyy!



winners congratulation each other





Jade Avia



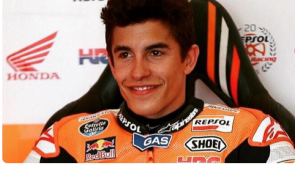
INSTAGRAM – we are new to sintragram but growing rapidly

favourited by Marc Marquez – 1.4 million followers, **Sports personalities and their fan clubs. Marta da Silva – sports personality following. Rafa Nadal fan club favourite (106k followers)**

12:15 90%

Favourited
by Mariru #93 and 11 others

The Air Europa LUKAS @theluka... 1d
Congrats @marcmarquez93 is up for #TheLUKAS2015 Sports Personality of the Year! VOTE NOW @ thelukas.co.uk



Marc Márquez and 9 others

5 14

Mariru #93 @PaMariru
Marc Márquez 1993年2月17日/スペイン出

Timelines Notifications Messages Me

19:11 57%

LIKERS

- jordan.bray** Jordan Bray + Follow
- yakubanto** Photographer in Dubai + Follow
- mikechabala** Michael Chabala + Follow
- mskimrose** + Follow
- martavsilva10** Marta10 Following
- raybertoso** Raiana Bertoso + Follow
- apollo13baby** Apollo 13 + Follow

Home Search Instagram Activity Profile

12:15 90%

Favourited
by vivaespana and 11 others

The Air Europa LUKAS @theluka... 1d
¡Felicidades! @RafaelNadal is up for #TheLUKAS2015 Sports Personality of the Year! VOTE NOW @ thelukas.co.uk



Rafael Nadal Fan and 9 others

8 12

vivaespana @ncas2000

Timelines Notifications Messages Me



ellianecorreasmusic • Seguir

ellianecorreasmusic TODAY IS THE LAST DAY TO VOTE FOR ME ON THE FIRST ROUND OF THE LUKAS AWARDS!! Go to www.thelukas.co.uk - I'm nominated for Musician of the Year and also Wara is nominated for Latin Alternative Act. Many more categories to vote - support Latin Culture in the UK and go do some voting today!!!! Ps: here's a photo of me in a forest in Cuba because everything is more fun with a photo. (Also, trees are beautiful!)

#femalemusician
#latina
#nominee
#thelukas

123 Me gusta
12 DE JUNIO

Añade un comentario...



nolitagolding • Seguir

nolitagolding A little clip from my single Calling My Name... Voting for the #lukasawards2018 #thelukas2018 #thelukasawards closes on the 12th June.. Voten por su artista favorito! Buena suerte a todos!

<http://www.thelukas.co.uk/awards#category=music&award=59>

130 reproducciones
11 DE JUNIO

Añade un comentario...



yftmoves • Seguir

yftmoves At the LUKAS Awards with my partner in crime and co host @richardmarceluk #yanetfuentes #lukasawards2018 #presenter #cubana #uk #london #latinos

JackiEditado ou look like a Cuban dancer Called Yanet Fuentes... very Nice person ! hernandes_danca 🥰🥰

225 Me gusta

11 DE AGOSTO

Añade un comentario...



yftmoves • Seguir

yftmoves More memories from the @thelukasawards ... after the speech of the Leader of Labour Party @jeremy_corbynmp ... also with my co-host @richardmarceluk and my amazing dress from @teresitaorillac 🥰 .. thanks #thelukasawards2018 @joseluislondon and Amaranta for having me once again! 🥰🥰🥰 #yanetfuentes #london #presenter #stage #host #cubana #teresitaorillac #dress #blue #jeremycorbyn #latinos #uk

ilenlaa_arico3105 🥰🥰

246 Me gusta

16 DE AGOSTO

Añade un comentario...



falcosura • Seguir

Las Palmas de Gran Canaria

falcosura 🥰🥰🥰 The Lukas Awards 🥰🥰 FELICIDADES A @joaquinarteaga y a TODO TROMBORANGA POR ESTE GRAN PREMIO QUE ES LA RECOMPENSA A ESA FAMILIA TRABAJADORA Y LUCHADORA QUE DÍA A DÍA SE LEVANTAN PENSANDO EN SU PASIÓN Y TRABAJO !!! 1er lugar @tromboranga Best European Tropical Act of 2018 Gracias a todos los fans y @thelukasawards JABROOOOOZO A TOPE !!!! #mamboon2 #blessed 🙏 #mamboance #salsaon2 #salsa #dancevideo #interpretacionmusical #dancersofinstagram #dancers #instadance #ilovedance #dancelife #salsadancing #salsadance #dancelife #baile #dancefloor #moveyourhips #move #waistrainer

106 Me gusta

13 DE AGOSTO

Añade un comentario...



diegoniky • Seguir
• London, United Kingdom

diegoniky #tbt no tan lejano , recordando ya la @pasada gira por europa #vivenciasworldtour show en london @gruponicoheoficial ... #pasion #entrega #musiclove #musiclife #liveshow #lukasawards2018 alehoyosmedellin 🍷 rommelcaycedo Apito la próxima vez hay que llevar impermeable

301 Me gusta
23 DE AGOSTO

Añade un comentario...



wabgnet • Seguir

wabgnet @wabgnet supports Actress, Director, Playwright & multisuperwonderfalent Gaël Le Cornec on her artistic journey.

Gael is up for two awards for EFEMERA the play at the Latin UK Awards. - Voting closes today!

VOTE FOR:
Gaël le Cornec
"Performing artist of the year"
<http://www.thelukas.co.uk/content/ga-el-le-cornec-efemera>

VOTE FOR:
EFEMERA
"Theatre production of the year"

34 Me gusta
29 DE JUNIO

Añade un comentario...