OASE STUDY



"THE MUSIC SPOKE FOR ITSELF AND RECEIVED AN AMAZING REACTION, FIRST NATIONWIDE, AND THEN INTERNATIONALLY"

Mexican rock band Maná was formed by four friends in Guadalajara in 1986. Two years later they were signed by Warner Music, beginning a partnership that has now spanned over 30 years and has seen the band sell over 40 million records worldwide.

Along the way they have won four Grammys, eight Latin Grammys, and in 2021 they were given the prestigious Icon Award at the Billboard Latin Music Awards.

Miguel Vela, VP of Marketing, Warner Music Mexico, says: "Even back in the late eighties, the team at Warner Music were able to anticipate that Maná were going to be a musical phenomenon.

"Their music was a fusion between rock, Latin and Caribbean rhythms, with powerful songs that provided a deep connection with their audience. They were one of a kind from day one and Warner Music knew they could be big."

Their first album under Warner Music, Falta Amor, was released in 1990. It contained the single Rayando El Sol which garnered the band significant attention outside their native Mexico for the first time.

Vela continues: "The music spoke for itself and received an amazing reaction, first nationwide, and then internationally."

The follow-up, Donde Jugarán los Niños, came just over two years later and was an even more significant breakthrough. Released in October 1992, it remains the biggest-selling Spanish language rock album of all time, with 10 million copies sold worldwide.

Their success led to a global tour in the mid-nineties which saw them play over 270 shows in more than 18 countries, including the USA, Spain, Italy and Germany. Vela says: "I think our commitment to them from the start was so huge and so passionate, that we were able to create this long-term relationship. We have given the band our full support since day one.

"And that relationship has stayed strong because it is based on respect and trust. We listen to each other, and we make important decisions as a partnership. Maná want to know every detail of the strategy and we want to be aware of exactly what they want to achieve. It's completely open between us and always has been.

"I think one benefit of such a relationship is that they know whatever we bring to them is for their benefit, no matter how outside their world it might be.

"For instance, we've worked with them to build their presence on new platforms such as TikTok. Once they learned what a powerful tool it can be, in terms of connecting with and expanding their audience, they were onboard."

Maná and Warner Music have now released eight albums together, most recently Cama Incendiada in 2015, and their thriving relationship remains focused on finding new fans, and new ways to engage with those fans.

Vela continues: "With every new release our focus remains on connecting the band to as many people as possible – some fans have been there for over 35 years, and some are only just discovering the band now. But when you go to a Maná show, it's always amazing to see people of all ages and nationalities singing along to their songs.

"When I think of Maná's relationship with Warner Music, I think of the other great rock artists of the Warner Music family, such as Led Zeppelin, The Doors or Red Hot Chili Peppers. They're that important to us, they're a part of our DNA as a company and we're very proud of them."