

## Hip-Hop Audio Ringtones

Written by Robert ID594

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UrbanWorld Wireless (UWW) turned a pivotal corner of success by merging both wireless and entertainment industries with innovative content through AT&T Wireless, Cingular, Virgin Mobile USA, T-Mobile and Sprint subscribers. Celebrating the success of the “Made From Scratch Ringtonez,” a service providing original content and voice tones created exclusively by Hip-Hop Icons in the entertainment industries of sports, politics, music and beyond for consumers. UWW landed seven of the top 18 best “Voice Ringers of 2004” on Cingular “Best of 2004 List. “InfoSpace Mobile is fortunate to work with a group that is so in tune with the urban market place “said Mark Levy, VP of licensing at InfoSpace Mobile. “We continue to see Hip-hop audio ringtones as the most frequent downloads and UrbanWorld Wireless’ unique content meets the growing demand of that Hip-hop customer base.”

With a flourishing celebrity rooster including Kid Capri, DJ Clue, Big Tigger, Truth Hurts, Money Mike, E-40, Bone Crusher, Mobb Deep, Drag On, and Louie Ranks; UWW simultaneously launched mobile marketing campaigns for both the film and fashion genres. FOX initiated a wireless film campaign via UWW with “Johnson’s Family Vacation” followed by the Jamie Foxx film “Redemption”.

In an effort to gain mass appeal, Rocafella Records also identified the credibility of UWW and launched a wireless campaign for the Jay-Z film entitled “Fade To Black

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“News alerts provided by outlets like UrbanWorld have become an essential source of breaking information for fans of hip-hop artists and music. UrbanWorld Wireless offers marketers a way to quickly get the word out to a highly targeted audience,” says John Bartleson, Director, New Media Marketing

Roc-A-Fella / Rocawear.

Fashion conglomerate FUBU also used UrbanWorld Wireless as their tool of choice for creating brand awareness through the popular wireless space.

“FUBU the Collection was the first fashion company to recognize the power of wireless technology as it impacts the Hip-Hop community. Daymond John CEO states “it was natural to connect with a device we felt had endless opportunities to cross promote our brand.”

In addition to offering UWW consumers text messages, in 2004 subscribers received hyperlinks providing them with the option to view images to specific promotions via the popular Danger device also known as the “SideKick”. As a weekly weekend bonus, UWW subscribers also

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obtain a "Top 5 Pick" supplying a list of predicted music hits and chart-topping favorite songs from the countries most noted urban DJ's such as Kid Capri, G-Unit's DJ Whoo Kid and DJ Clue MTV's popular VJ.

Continuing to provide consumers with non-stop news and product, the company produces and distributes a bi-monthly mixtape hosted by the UWW celebrity Ringtone roster.

In addition to strategically choosing music parallel to the company's motto "We Connect The Streets" the mixtape features commonly heard cell phone sound effects such as familiar rings, coded messages and interviews from carrier representatives who sell UrbanWorld Wireless content via their network. New consumers receive a free mixtape when purchasing product from the UrbanWorld Wireless site ([www.urbanworldwireless.com](http://www.urbanworldwireless.com)).

"UWW affords us direct and immediate access to the tastemakers of our core audience. We're able to familiarize our target consumer with an artist's name and story well in advance AND well after the release of an album. As UWW, U-DUB as we also call them, continues to grow we become that much more effective at reaching the urban wireless consumer to market records, promote appearances, deliver news about an artist, create ringtones, as well as get direct un-cut feedback from the streets," says Robert Redd, Capital Records.

Look for future mobile marketing campaigns for Capitol Records platinum selling R&B songstress Faith Evans followed by upcoming artists Czarnoc and Red Café to jumpstart the new years. With proven success in the United States 2004, UWW will leap into international realms in 2005 by providing content to the UK, Canada and Jamaica via [www.urbanworldwireless.co.uk](http://www.urbanworldwireless.co.uk). "This year UrbanWorld Wireless successfully met strategic goals, however 2005 will prove historical in the wireless age.

We aim to please and provide to consumers globally," says CEO Mike Johns, UrbanWorld Wireless

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