



## Mobile users chart Nelly video

By Chris Marlowe

A recent wireless campaign for multiple Grammy nominee Nelly resulted in some impressive consumer numbers, according to wireless marketing and technology company Ipsh!net and Universal Records.

The idea was to get the rap superstar's video "Air Force Ones" played on Black Entertainment Television's "106 & Park" program by encouraging Nelly fans to call in and vote.

Working with the label, Ipsh!net sent messages to everyone who entered their cell phone number on Nelly's Web site. Of those 29,178 people, 67.8% called the provided SMS number to hear a recorded message from Nelly that asked them



### Nelly

to press "1" on their phones to enter their vote — and 58.5% did. The video went straight to No. 3.

Ipsh!net president Nihal Mehta said the campaign proved that new technologies are effective.

Campaigns for J Records artist Busta Rhymes and HBO's "Six Feet Under" are among the next Ipsh!net projects. ■