

Quattro Powers Ads for Def Jam's Mobile Site

By [Eve Sullivan](#), [TMCnet Editor](#)

Whether you're kickin' it old school with Lionel Richie or new school with Young Jeezy, a deal between Quattro Wireless and Island Def Jam Music Group's mobile web site might interest you.

Quattro, a Massachusetts-based mobile ad network, is bringing its ad serving technology to Island Def Jam's mobile Internet site, IDJMobile.com., as a way for advertisers to reach fans of today's top artists.

"Island Def Jam artists are household names, particularly among younger demographics – a group that spends much of their day on the go," said Christian Jorg, senior VP of new media and commerce, Island Def Jam Music Group. "That lifestyle makes IDJMobile.com critical for reaching those fans when they're away from their TVs, PCs or radios. With Quattro's dynamic ad platform, advertisers now have powerful new options for reaching those fans and create interactive experiences for them."

Island Def Jam has become one of the largest labels in the industry and is home to a diverse family of 400 artists. It's comprised of Island Records, founded in Jamaica in 1959, and Def Jam Recordings, a popular hip-hop label since 1984, and is in partnership with Disturbing Tha Peace and Slip N Slide.

With the new partnership, Island Def Jam can provide advertisers with the opportunity to reach fans of popular artists such as Mariah Carey, Rihanna, Kanye West, The Killers, Fall Out Boy and Bon Jovi anytime, anywhere. Other artists on the label include Melissa Etheridge, Jay-Z, LL Cool J, Ludacris, Hoobastand and Sum 41.

IDJMobile.com provides news, photos, videos, blogs and other content about Island Def Jam artists. Using Quattro's ad platform, IDJ can broaden its audience and pursue new opportunities for advertising partners on the new mobile website, including special banner placements and channel sponsorships.

"The collaborative nature of the Quattro-IDJ relationship has enabled IDJ to provide advertisers the opportunity to reach a specific demographic while providing consumers with relevant information they seek," said Andy Miller, CEO of Quattro.

Mark Lehmann, VP of web and mobile marketing, Island Def Jam, said IDJ artists create media content 24 hours a day, with news, blog postings, videos and more. "Now fans know that IDJMobile.com is the mobile destination for this unique content and advertisers now know how to reach them," he said.

Mobile marketing is growing and projected to become a major initiative for brands to reach targeted audiences. Quattro is working with multiple companies, including Boost Mobile, Bossip and now IDJmobile.com. As the use of mobile marketing increases across all demographics, Quattro will continue to align itself with industry leaders.

Quattro, founded in 2006, specializes in taking wired assets to the wireless world. With a pre- and post-click technology platform, Quattro provides publishers and advertisers with a solution to extend their Internet offering to the mobile Web.

Publishers leverage Quattro's mobilization technology and interactive feature set to launch dynamic, ad-supported mobile web versions of their wired web sites. Advertisers partner with Quattro to design, develop and serve targeted and interactive campaigns to the highly-engaged Quattro Network audience. For more information, go to: www.quattrowireless.com

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