

Samsung Cell Phones Team Up With Indie Rock

You may think you've never heard of the band, the Happy Hollows, but you may actually know what their singer, Sarah Negahdari, looks like as well as one of their songs. Samsung Cell Phones has featured them in their latest Samsung Mobile commercial and if you've seen that then you know this band. The song featured is entitled "High Wire" and it is giving the band its first taste of commercial success. The commercial shows Negahdari playing with her Samsung Cell Phones prior to a show in New York City though talking to fans in Cleveland. The irony here is that the Happy Hollows have yet to play a show in Cleveland, Ohio. This shows not only the irony of the commercial but also the still small market of the band. But has Samsung Cell Phones catapulted the Happy Hollows into the next tier of fame and popularity? Well they now receive Unlocked GSM Cell Phones at the snap of their fingers? Well if you look at the 2004 boost mobile commercial, Anthem, you see the Game who's career only grew after that as well as Kanye West. Sure, Kanye West had fame prior, but his career did grow further with such a plug. Passion Pit is featured in a new Palm commercial and already they are receiving twice the buzz they had prior to it. It's hard to launch ones career based on a single advertisement, but it can put enough spotlight on you to really grow. Look at Santogold, now Santigold. After her ad campaign with Bud Light Lime, she is now a huge name in the crossover of pop and hip-hop. And that campaign had a long run, featuring a few of her songs so it did help her to some degree. Though she probably gets a lot of free beer now rather than Unlocked GSM Cell Phones. So will Samsung Cell Phones be that first push for the Happy Hollows? There are going to be the local Los Angeles, California fans, where the band is based, that are furious about this and will call them sell outs. There will also be the fans that whole-heartedly support them for the breakthrough. However, only time will tell us what is in store for them. But the song is catchy, the Negahdari is unconventionally cute (always cuter when the talent comes out) and it doesn't appear as though they compromised anything to be a part of the commercial, so hey, more power to them. And after all, they do have to pay the bills, so if Negahdari has to play with a cell phone on camera as well as her guitar, what's the harm in that?

About the Author

Paul Wise, the author of this article, has researched [Unlocked GSM Cell Phones](#) extensively. If you are in need of [Samsung Cell Phones](#), EmpireCell.com has a wide selection and offers unbeatable prices and service.

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