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Mariah Carey Says 'YES' To Product Placement

BY COURTNEY HAZLETT

Mariah Carey set records with her last album, "E=MC2"; it sold 463,000 its first week, the best in Carey's career. With her new album, "Memoirs of an Imperfect Angel," Carey is looking to make history again, but for different reasons. When it drops Sept. 15, Carey will become the first artist to bundle the CD with lifestyle ads from Elizabeth Arden, Angel Champagne and the Bahamas Board of Tourism. As if that's not enough branding for one album, there's this: the 34-page ad booklet is a co-production with Elle magazine. The take-home lesson: Even with an artist who is a proven commercial success, you can't bet on album sales for income. If the experiment works well with Carey, her label Island Def Jam is considering doing the same with Rihanna, Bon Jovi, Kanye West and others.
