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production
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production

the brief

We were approached by Grinnin Records and asked to create a music video for one of their artist on their label called Dominant G.

our approach

We wanted to create a video that not only told a story but was different to your standard run of the mill UK hip hop video. We came up with the concept of Dom G singing in the past as a kid and coming back to the present and rapping as himself. We used black and white as a colour code for the 2 different eras.

result!

We had a very tight budget to play with, but what we achieved was very well received by the record label. This was aired on MTV Base and Channel U and other various Urban Music Channels.

CASE STUDY

Reflectons by Dominant G ft. Zion Music Video

see more at www.silentcity.co.uk

