

Dizzee Rascal – “Stand Up Tall”

by Ruben Fleischer

Before I say anything else, I want to say that we should definitely shoot this video in Atlanta. I just shot a KFC commercial down there and it is the place to be. It is much cheaper than LA to shoot there, and there is no shortage of beautiful black women to be found. It has a great feel to it (they shoot tons of Dirty South videos down there), and I think it could really help us as far as accomplishing a lot on the budget we have. As well, it will just be totally characteristic and different from all other UK hip hop videos. It will be 100% authentic and tough. And last but not least, it is the strip club capital of the United States.

As the video starts out, we find Dizzee driving in a dropped down classic Bentley. I want to establish that he is 100% bling and tough, but I want all of the things to be quintessentially British bling items – so all the cars should be Bentleys (classics), Jaguars (E-Types), and Land Rovers (Old School) – all right hand drive. I would like to outfit these classic British cars all with total bling style, so let's put spinners on the classic Bentley, drop the Land Rover down to be a Low Rover, and try and find a Jag with hydraulics – so that it hops. I'd like to have a bunch of hot girls dancing around in front of the cars with Dizzee, but they should all be wearing classic British outfits, or at least have a real British flair to them. They should be the same hot video bitches that we see in the Ludacris and Nelly videos, only maybe one will be dressed as a sexy Bobbie, another is dressed like Lady Di or the Queen (what better British female fashion icons are there?). Everyone will be super blinged out and look hot and hype – I just want to make sure that there is a real link to the UK so that we can distinguish Dizzee from the typical American hip hop dudes. Maybe instead of holding a blinged out Pimp cup, Dizzee carries a blinged out Pimm's cup... and so on. I would like to shoot the first chorus against a wall (to tie in with the lyrics), and I think he can be performing while the hot ladies behind him do a choreographed dance interpreting the lyrics of the song.

For the middle of the song, I think it would be cool to see all of the cars caravanning together. They are on the road and it is not clear where they are going, but we can cover Dizzee driving (the steering wheel's on the British side), and we could get some performance of him in the car... The car will be full of girls, and he is just rocking out to the camera. I think it would be really cool to see Dizzee driving, as it is a totally different action for him to be doing, and hopefully we can get some cars that hop and do other cool tricks. Maybe there are girls on British motorcycles (Triumphs and whatnot) riding along side of him. We will have car mounts, and the camera will be moving around the car, and it will look really nice. They are all just rocking out in the car, dancing to the music as they cruise down the road, top down, stereo blasting, and the wind in their hair.

The cars all pull up at a hot strip club. It's real grimy. The entourage enters, and Dizzee makes his way behind the booth where the strip club dj usually is to announce the girls coming on stage. He performs from there. We feature a ton of stripper footage – these are the hottest girls Atlanta has to offer and they know how

to shake shake shake it. I would like to have a combination of slow motion shots of strippers shaking their things, and I would like to intercut this with choreographed performance dancing of multiple strippers doing the same moves to the song. Maybe their style is a bit more retro for the choreographed parts, and maybe Dizze is on stage performing while they dance. There are no men in the strip club... just ladies, both on the stage and in the crowd. This is where the video closes out, and I want to have some really cool lighting to accompany the hot strippers and Dizze rocking the place.

Look & Feel

This video needs to feel really glossy and slick. I think we can make it look amazing by shooting it on Super 35, which is that really narrow cinematic looking format. I think that this could be a really cool effect for blinging out all of the shiny items we have in the video – whether it be a pimp cup, rims, or shiny gold front teeth.

Also important to me is the presence of lots of hot girls in this video, as the past Dizze videos never really included this element, and as this is more of a dance song, I say we see hot girls dancing! I want to get some real freak a deeks who can make the booty clap and all that. I don't think there should be any dudes in the video other than Dizze – just Dizze and lots of hot chicks and hot cars. That's all you need...

Britishisms

- black cab wicked if we can get it on some daytons
- fish and chips
- pot of tea
- strippers in wive beater and suspenders, ala Oliver twist with the hat too.
- football, someone who can do some good tricks
- a british bulldog instead of a pit bull
- a big black dude in a beefeater costume on the door of the strip bar
- dapper striped suit and a cane maybe a briefcase
- english flag
- red telephone boxes
- gold fronts but they are all really gnarly messed up teeth
- hot girls in Buckingham palace guard uniforms who don't react when Dizze dances in front of them, or maybe someone else messes with them and they keep a straight face.
- drinking crystal out of teacups

Other Ideas

- A mural of Dizze spray painted on the wall behind him.
- Accentuating some of the bling bits with post effects
- Slo mo of Dizze dancing with some girl sexy style to cutaway to
- Need to figure out something really great for sunset shot first day
- Put him on an old southern house porch

Dizzee being followed by two black Beefeater guards following him the whole time

Palace guards getting grinded by strippers and having to keep a straight face

British named streets with them driving by it.

2 setups for safety coverage