

High Tide - Yiigaa

Performance based reels for each single, demonstrating each singles overall vibe and aesthetic.

FIT YOU ft Safiyyah

Reel Summary: two girlys linking up and having a “self care day”.

Video to have more emphasis on the girls rather than the surroundings, demonstrating the lyrics and their individual personalities.



Playful

Self care

Girly chat

Daytime

Not Care ft Kuan

Reel Summary: two friends linking up to reminisce their teenage years, running around London causing havoc. Flashes of typography for “NOT CARE” to initiate audience participation of the chorus. Camera angles to feel self shot and nostalgic.

Nostalgic location

Sunset into evening

Skate park

Fast paced



**WAIST
BEAD
ON MY
WAIST
LINE**



IT Girl ft Keeyah Keys

Reel Summary: Yiigaa & Keeyah amongst a large group of women, birds eye angle to capture the diverse group having a kii and dancing. Camera/edit to zoom in on random women singing the chorus "IT girl" whilst also flashing solo performance shots of Yiigaa & Keeyah



Group shots

Dynamic editing

Movement

Diverse

Popular girl vibes