

Will.i.am - Scream Shout Ft. Britney Spears (Official Music Video)

[CLICK HERE](#)

An accompanying music video directed by Ben Mor was shot in October 2012, and premiered in the U.S. during a live episode of *The X Factor* on November 28. The theme of the music video is multiplicity, and critics complimented its futuristic setting. "Scream & Shout" also served as the theme song for a television commercial for *Beats by Dr. Dre Color* headphones. A remixed version of the song, featuring rappers Hit-Boy, Waka Flocka Flame, Lil Wayne and Sean Combs, was uploaded to will.i.am's official YouTube account on January 25, 2013, after it was leaked on the internet earlier the same day. A music video for this version was filmed in January 2013 and released on February 14. Yahoo!'s Kathleen Perricone gave "Scream & Shout" a mixed review, and said it was "not exactly worthy of all the hype",^[37] and Alicia Lutes of Hollywood.com criticized its lyrical meaning and repetitive production.^[38] Malene Arpe of *Toronto Star* wrote that it "is really terrible and rather than making you want to scream and shout, it sorta lulls you into a nice nap-like state of ceasing to care around the three-minute mark."^[39] *The Huffington Post* journalist Kia Makarechi called the song a "competent piece of airy dance pop", and wrote that the only mildly inspiring moment on "Scream & Shout" is the sample from "Gimme More".^[23] An editorial writer from Popjustice was negative towards "Scream & Shout" and Pitbull's song "Feel This Moment" (2012), stating that what the "two songs represent is pop music writhing around in its own shit."^[40] Kurt Schlosser of NBCNews.com also criticized the song's lyrical content, and wrote that it "plays like a forgotten sample from a Black Eyed Peas song, with Britney doing the Fergie talkie parts ... " and that it is will.i.am's song.^[41] On November 23, 2012, a short preview of the music video was aired during a promotional commercial for *X Factor*.^[74] Jessica Sager of Pop Crush wrote that will.i.am "sports a black suit, while Spears rocks a futuristic, black, seemingly 'Barbarella'-inspired look."^[74] On November 26, 2012, will.i.am tweeted that the video edit had been finished, and added, "I'm so happy and excited for everyone to see it ... ".^[75] The music video for "Scream & Shout" premiered in the US during a live episode of *The X Factor* on November 28, 2012,^[10] and was made available for viewing on Vevo immediately after the show's broadcast on the west coast.^[70] The music video's theme is multiplicity.^[76] Mor said that the idea "was essentially trying to reduce what the song is about to symbols. And that's what it was...just really keeping it clean and iconic."^[77] The video opens with intercalated beauty shots of will.i.am and Spears, until the scene cuts to will.i.am using his iPhone camera add-on and social network iam+.^[76] will.i.am says "bring the action", and Spears is seen wearing a skin-tight skirt and a long-sleeved top with bare midriff and cleavage. Spears is seen atop a white box and posing to the camera. When the track's chorus begins, will.i.am appears in front of an empty black background and is joined by Spears, who is now wearing a corseted leotard accented with feathers,^[78] standing on a moving walkway, and they sing together. After the first "Britney, bitch" line is heard, dancers perform to "Scream & Shout". The video cuts to intercalated scenes of flaming disco balls, Spears image multiplied, and will.i.am wearing several gold accessories, including a cap with a gold plate that reads 'King'.^[79] Mor said that the video has no narrative, and that, "there's no deep meaning to any of it...To me it was just about, you know, every scene is like a photo. I just liked it, I liked seeing the human heads, and I liked seeing the gold chains off of the plaques and then making it scroll. And then it was an awesome way to introduce characters, some friends of Will...so that it wasn't just about them."^[77] Amy Sciarretto of Pop Crush compared Spears' look on the video to a "sexy, futuristic librarian".^[79] The accompanying pop video received a positive reception from fans, according to Softpedia blogger Elena Gorgan.^[80] Following the premiere on *The X Factor*, will.i.am thanked his fans for their overwhelmingly positive feedback, tweeting, "Wow!!! I feel so excited and full of energy right now!!! I want to #screamANDshout. Thank you all."^[81] Bruna Nessif of E! Online said that the video "wasn't too crazy, but it definitely provided the futuristic vibe that will.i.am is famous from,"^[82] and Melinda Newman of HitFix praised Spears' hairstyle and make-up, and wrote, "the futuristic, minimalistic clip is a cheap-looking affair that displays no chemistry between [will.i.am and Spears]".^[83] Katie Atkinson of MTV compared Spears' persona on the video to Brigitte Bardot and wrote, "if anyone doubted her enduring sex appeal, Spears proved she's still got it, in a midriff-baring bodycon dress ... and a corseted leotard accented with feathers in later scenes."^[78] 4music critic Jenny Mensah said that

Spears "sounds less Southern belle and more Swedish dominatrix in the video, as she takes on a deep, authoritative voice." [84] Hollywood.com blogger Leanne Aguilera wrote that despite not dancing in the video, Spears "does look phenomenal. With her teased blonde locks, sexy (yet age-appropriate) pencil skirt and the highest of high heels, Ms. Spears looks sultry yet sophisticated." [85] Writing for iVillage, Donna Kaufman praised will.i.am and Spears on the video, saying that the latter "looks like the pop star of the future," [87] while Erin Strecker of *Entertainment Weekly* wrote that Spears' style on the video is similar to her "Stronger" (2000) music video and that will.i.am, "for his part, does his best to get it started with a KING crown and plenty of technological devises, before performing some futuristic slow-mo running and watching approvingly as the back-up dancers party on." [88] Yahoo! Music blogger Wendy Geller wrote that Spears' accent on the song was "terrible", that "her physique is looking undeniably good" on the video, and that Spears "is looking to be in a much, much healthier place than she was the last time she tried to sound all cockney. So she gets a pass in our book." [89] Sadao Turner of RyanSeacrest.com said that the video looked like a Sharper Image Catalog coming to life in a nightclub, [90] and T. Kyle of MTV Buzzworthy wrote that "'Scream & Shout' is pure fire, and Britney's parts in the video are ... very cool and amazing". [86] Andrew Villagomez of *Out* wrote that the product placement seen throughout the video is nothing new, complimented Spears confidence and sex appeal, and that Spears "gives Lana Del Rey a run for her money with a spy-like updo." [91] *The Huffington Post* journalist Jessica Misener wrote that despite Spears' outfits in the video were "sizzling hot", that "[h]er blonde hair looks great and her body is amazing, and you know we love her oodles of gold bling," and that it was the "hottest Britney music video look" since "Toxic" (2004). [92] Yahaira Toribio of Terra called the video will.i.am's "high-end technological wonderland" and wrote that "for all the choreography going on in this clip ... all we get is [Spears] standing and sitting pretty." [93] Idolator's Sam Lansky wrote that he was unsatisfied, and that the video "is more boundary-testing than the audio, it's all the things you'd expect: Futuristic, with some unsubtle product placement and a lot of ostensibly cool effects. Cool cars! Speakers! Will.i.am wearing a hat that says "KING"! We'd hoped for more." [94] After the track was leaked online, Spears said she was "gonna do some sick remixes too" and asked "who would you like to remix Scream & Shout?" [9] On January 1, 2013, will.i.am said that he would release a club remix of "Scream & Shout" featuring American rapper Waka Flocka Flame and producer Hit-Boy. [100] An early version of the remix was leaked on January 25, 2013. [101] The remix features Waka Flocka Flame, Hit-Boy, and rappers Diddy and Lil Wayne. [101] Following the leak, will.i.am uploaded the finished version to his YouTube account. [102] It was released for digital download on January 29, 2013. [103] Because it is significantly different from the original version, the remix was tracked separately on the *Billboard* charts. [62] On the week ending February 16, 2013, it debuted at number 49 on the Hot R&B/Hip-Hop Songs. [62] An accompanying music video was filmed in Los Angeles, California on January 23, 2013, [104] and will.i.am said that the remix is "so freaking fresh that we had to do a video for it." [105] The video was due to premiere on February 15, 2013, at BET's *106 & Park*. [106] However, the day before its planned release it was leaked online through Youku, [107] and was therefore uploaded to Vevo the same day. [108]

Will.i.am - Scream Shout Ft. Britney Spears (Official Music Video)

21f597057a

