

TYRONE

Erykah Badu



WHAT IS “TYRONE” ABOUT?

The song follows follows the toxic relationship between Badu and her man who is broke, selfish, and unreliable. Throughout the song, Badu confronts him for taking advantage of her and bringing nothing to the relationship.

The iconic chrous where she repeats “Call Tyrone” explains that the man needs his friend Tyrone to help him pack up his things and leave because she is done with the relationship.





COLOR SCHEME (WHY THIS?)

DEEP PURPLE: to reflect the chill, laidback vibe that the song gives off

BURNT ORANGE: to symbolize Badu's attitude

TEAL: to give a funky pop to the set

GOLD: to symbolize the power she has over him

MY PITCH

The main set is a 90s lounge. The music video starts off with a brief introduction of Badu's boyfriend walking into the lounge with his friends. He sits down and the curtains open on the stage revealing 4 women. The starting instrumental starts to play. The middle of the stage is black and dark and suddenly the spotlight turns on and Badu appears. She starts singing to her boyfriend on stage. The set turns to her in the backseat of her car while him and Tyrone are in the front seat smoking weed. The set ends up turning to her house as she walks through cleaning up him and his friend's messes and they are sitting watching the game, paying her no mind.





MOOD BOARD



on the
menu.

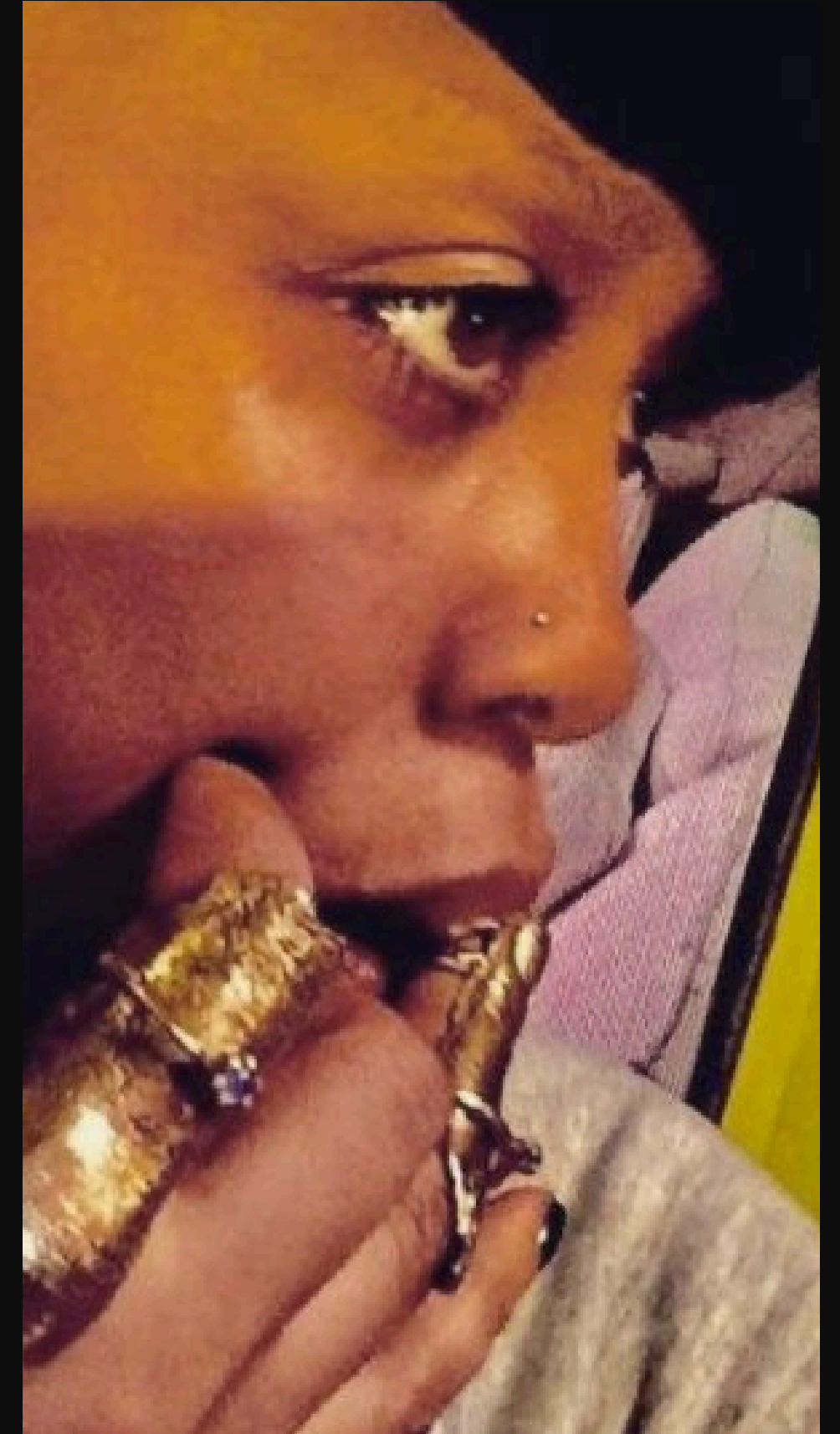
KEY SCENES

- BADU DRIVING HER BOYFRIEND AND HIS FRIENDS AROUND
- THE LAST SCENE WHEN SHE DROPS THE PHONE, SHOWING THE “BUT YOU CAN’T USE MY PHONE PART
- BADU CARRYING A BIG LAUNDRY BAG UPSTAIRS ON HER SHOULDER TO SYMBOLIZE THE BURDEN HE HAS PLACED ON HER



WHY MY PITCH SHOULD BE SELECTED

I think my pitch should be selected because it fits the serious topic Badu is talking about while also giving a laid back vibe that reflects Badu's music.



THANK YOU