

= Massive Attack ( song ) =

" Massive Attack " is a song by American rapper Nicki Minaj and American recording artist Sean Garrett . Written by Minaj , co @-@ written and produced by Garrett and Alex da Kid , " Massive Attack " was released on April 13 , 2010 . It was initially intended to be the first single from Minaj 's debut studio album Pink Friday , but the release was later scrapped in favor of " Your Love " . The song was a distinct change in Minaj 's previous work on mixtapes and features , thus receiving mixed to positive reviews from critics , commending lyrical content and distinctiveness , and critiquing that it did not fit her " Barbie " persona well . An accompanying music video which features a helicopter chase , and militaristic jungle and desert scenes , was positively received .

Commercially , the song had limited success , reaching number 65 on the US Hot R & B / Hip @-@ Hop Songs chart but only managing to bubble under the Billboard Hot 100 at 22 . Later in an interview with Billboard magazine , Garrett revealed that the song would not be included on Pink Friday and that the poor performance of the song was out of his control , " I was only able to do as much as I was allowed to do . Sometimes you have to step back and get off the wheel . I didn 't have control of the entire creative process . A lot of [ other ] artists trust me enough and allow me to do what I know is best to do as a producer " .

= = Background = =

In an interview with Rap @-@ Up in March 2010 , Minaj revealed the title to the song , and Garrett later hinted around details around his single with Minaj , stating ,

" I just did Nicki ? s first single featuring me . It ? s gonna be a fucking bomb . It ? s very , very explosive ! It ? s a club banger . It ? s a lot broader than what people would expect her to come with . The record puts her in the game in a way that says she should ? ve been here a long time ago . She has a real way of how she wants to do this . It ? s just gonna be a surprise when it comes . She just wants to make it as huge as possible . "

Additionally , co @-@ producer Alex da Kid said , " I started on the train and finished in the studio . I knew it was special from the start . It wasn 't like I was aiming for Nicki with this track ; I had a idea I thought was crazy . Nicki heard it and the rest was history . " In an interview with MTV News , Minaj stated when she first heard the song she felt she was in Africa and fell in love with the drum beats , and commented , " It 's a very rare . ... You 're not gonna get the song the first time you hear it . After the second or third time , you 're gonna be like , ' Whoa , what is this ? ' It sounds nothing like anything that 's out right now . " She also called the song " next @-@ level futuristic " , and said that she chose Garrett for the song in that he would be the best to " illustrate Nicki Minaj " , as he got her and her personality " . In an interview on the set of the video shoot for " Massive Attack " , Minaj said , " I 'm excited for people to hear me ... doing more than one verse . It 's really creative . I wanted to be theatrical , but I am very serious about what I do . " Also on the set of the video , Garrett said , " We wanted to give her something that was global , " he continued . " We wanted to give her something that was urban ; we wanted to give her something that was mainstream pop , you know what I mean , that the world could get a chance to see her out on this pedestal . And of course , you know , I had to come along with her , because I 've got an album dropping soon . " The song made its debut March 29 , 2010 on WQHT . The song leaked onto the Internet on March 30 , 2010 , the day before its music video premiere on 106 & Park . The single 's art cover was revealed on April 1 , 2010 , featuring a still of Minaj in the music video as a ninja and comic book font designs . Alex da Kid said that a lot of artists wanted the beat such as Jamie Foxx and Young Jeezy but he gave it to Nicki because it fit her " quirky , left @-@ field vibe . "

Alex da Kid was also interviewed by Rap @-@ Up , and when asked about the commercial flop of the song and he said , " My whole thing [ is that ] I don ? t want to do anything that ? s the same as what ? s out there , I think ' Massive Attack ' may have been too different . If we would 've put a big feature on it , like a Kanye or Rihanna or someone , I think it might 've done a bit better . It needed something familiar about it . "

= = Music and lyrics = =

The song fuses hip @-@ hop and dance as Minaj delivers her lyrics in a Caribbean accent . It is composed in a " futuristic " style with heavy drum beats . It carries a " chaotic " beat with " screechy Euro @-@ club synths " compared to Timbaland . Minaj references E.T. The Extra Terrestrial , Mr. Miyagi , The Phantom of the Opera , and Simba and Mufasa of The Lion King film in her lines .

= = Critical reception = =

Monica Herrera of Billboard gave the single a mixed review , stating that Minaj , being " one of the most visually distinctive rappers to come along in years " , that the single was an " anticlimatic coming out song " , " considering the hype Minaj has generated through mixtapes , cameos and her co @-@ starring role in Lil Wayne 's Young Money project " . However Hererra did commend the lyrical content , stating " her sassy one @-@ liners are as entertaining as always " , and the overall production although it didn 't suit Minaj 's " her mental @-@ patient delivery nearly as well as , say , Kane Beatz ' simpler track for Young Money 's " BedRock " . Robbie Daw of ' Idolator ' said , " we wouldn't expect Nicki to do any less than come out of the gate charging full force , lyrically , on her debut single . That said , we were expecting maybe a tad more of a melody on the track . " Chris Ryan of ' MTV Buzzworthy ' gave the song a positive review , stating " you get the feeling , listening to the song 's air @-@ raid keyboards and thunderous beats , that the Young Money princess really wants to separate herself from the rap pack and carve out a space all her own " . Ryan also said , " her verbal dexterity , complex flow and humor , Nicki is reminiscent of classic Missy Elliott -- and that 's a compliment of the highest order " .

= = Music video = =

A music video for the single was shot on March 15 , 2010 in the deserts of Lancaster , California , directed by Hype Williams . When talking to ' MTV News ' about the video Minaj stated , " I didn 't want to shoot the typical new @-@ artist vision . Thank God I have a wonderful label that stands behind me and my vision . I met Hype in a freakin ' airport ... and it happened to be a week before I wanted to shoot a video . I told him the idea . Of course , I had to let Baby and Slim know and hope they would understand my expensive taste . It all came together . " It 's just beautiful ? the clothes , everything . The ambiance .. It 's for all the girls that like to play dress @-@ up . They 're gonna love this one ... we get on the walkie @-@ talkie , like , ' Mayday ! Mayday ! ' It 's really fashion and beauty shots , and we 're acting like we 're doing something important . We wanted to make it pretty in the dirt . We wanted to have a very crazy contrast . I didn 't want to do everything clean . I like the dirt . All that pink stuff looks even prettier in the dirt . "

= = = Concept = = =

Sean Garrett appears in the video and Birdman , Amber Rose , and Ringmasters of Season 3 of America 's Best Dance Crew make cameos . The video premiered on BET 's 106 & Park on March 31 , 2010 The video comprises a helicopter chase and militaristic desert and jungle scenes . The music video begins with Birdman giving Minaj a stack of money to carry to an unknown area in the desert . As the song begins Minaj appears in a blonde wig with a pink background which then cuts to Minaj riding in a pink Lamborghini with Amber Rose driving as a potential new take on Thelma & Louise in a helicopter chase . Shots of desert creatures and Minaj in her Barbie wig are shown during the first hook . As the helicopter chase progresses , Minaj is seen singing to the camera in military gear and is later shown walking in an attacking line with her Harajuku Army , which are all dressed in the same gear with pink wigs under helmets . During the chorus of the song , a shirtless Garrett is shown singing into the camera while clips of the helicopter chase are interpreted . During the second verse Minaj is in the jungle as a ninja with a long pink braid running down her back as she crawls on the ground and walks around the jungle . Some clips of two men ( from Ringmasters )

dancing with double @-@ jointed shoulders are also shown . During the climax of the song Minaj is still in the jungle this time with a green wig were dancing in the mud and comes out of the water , crawling through the forest . The video ends as clips of the entire video are shown and closes with Minaj and Rose escaping in the pink Lamborghini .

= = = Reception and lawsuit = = =

The video garnered media attention , with Monica Herrera of Billboard commenting on a review for the single , " It figures , then , that discussion of her debut single , " Massive Attack , " would take a back seat to its Hype Williams @-@ directed , B @-@ movie @-@ inspired video . " Chris Ryan of MTV News commented on the video , saying , " We L @-@ U @-@ V Barbie because she 's a trendsetter and a strident , unique artist . But with great style comes great responsibility . Her video for ' Massive Attack , ' the first single off her long @-@ awaited debut album , is bananas " .

On June 11 , 2010 Hollywood Exotic Car Rental filed a lawsuit against Minaj for damages and unpaid rental charges on the car . They claimed that the vehicle was driven " off @-@ road " and damaged ? in the approximate amount of \$ 11 @,@ 589 @.@ 41 . " Along with damages to the car , Minaj rented the car for \$ 1 @,@ 750 a day , and used the vehicle an additional three days totaling in an extra \$ 5 @,@ 250 owed . The rental company is suing for unpaid rental charges , property damage , and punitive damage .

= = Charts = =

= = Release history = =