

= Did It On 'em =

" Did It On 'em " is a song by Trinidadian @-@ born recording artist Nicki Minaj . It was written by Minaj with J. Ellington , Safaree Samuels , and Shondrae " Bangladesh " Crawford , who produced the track . The song served as the fourth single from her debut album , Pink Friday , in the United States .

The song has a distinct sound when compared to the rest of the tracks on the album , in that it contains a harder , " massive , ungainly " beat , reflecting her prior work on mixtapes . It also features hi @-@ hats in " overdrive " and multiple synth patterns sounding as if a car @-@ alarm siren was going off . Lyrically , Minaj delivers explicit phrases talking about winning over her competition .

" Did It On 'em " reached number forty @-@ nine on the US Billboard Hot 100 , and reached the top five on the US R & B / Hip @-@ Hop Songs and US Rap Songs charts . A music video was released for the track , featuring Minaj behind @-@ the @-@ scenes and performing on the I Am Still Music Tour .

= = Composition = =

" Did It On 'em " is a hardcore hip hop and post @-@ dubstep song that has instrumentally been described as having a massive , ungainly beat . Producer Bangladesh creates hi @-@ hats that have been described as on overdrive . Multiple synths are heard on the track that have been described as blowing up like " a car @-@ alarm siren . " One of Minaj 's more lyrically explicit songs , the lyrics speak of Minaj winning over her competition , in phrases such as saying she " shitted on ' em " or " pissed on ' em . " Brad Wete of Entertainment Weekly said Minaj was " ordering her Barbies to put up two fingers if they ? re crapping on their competition . " Mark Hogan of Spin also reviewed the lyrics , commenting " she pulls out an imagined ' dick ' and pisses on a washed @-@ up rival . "

= = Reception = =

Scott Plagenhoef of Pitchfork Media gave the song a positive review naming it the record 's best track , due to the fact that it features Minaj going " toe @-@ to @-@ toe with a huge beat . " Additionally from Pitchfork , Tom Breihan stated that Minaj 's voice is meant more for rapping than singing and favored " Did It On 'em " on that thought . Breihan continued complimenting Minaj , stating that the song recognizes how " beautifully , effortlessly weird she is , " and how she is willing to " contort her voice and persona into pretzel shapes just to induce that oh @-@ shit face in anyone listening . " Margaret Wappler of Los Angeles Times called the song " aggressively scatological , " and compared the song to the Bangladesh @-@ produced " A Milli " from label @-@ mate Lil Wayne , stating that it fares better musically .

In a list of the " 50 Best songs of 2010 " by Rolling Stone , " Did It On 'em " came in a number twenty @-@ five additionally stating that the song is a " hazy , synapse @-@ butchering throwdown . " Marc Hogan of Spin stated that the track features Minaj 's " best rapping " . Sam Wolfson of New Musical Express stated that the song is so vulgar that Minaj could have permanetally placed herself on the " Teen Choice Awards blacklist , " adding that the song is a " post @-@ dubstep cry . " The song peaked at number forty @-@ nine on the US Billboard Hot 100 and spent sixteen weeks on the chart . It also peaked inside the top five of the Billboard component charts Hot R & B / Hip @-@ Hop Songs and Rap Songs , reaching number three on the previous and number four on the latter chart .

= = Music video = =

In April 2011 , during an interview with KIIS @-@ FM 's DJ JoJo , Minaj revealed that she had shot a music video for " Did It On 'em " . In an interview with MTV News on May 31 , 2011 , Director DJ

Scoob Doo revealed that Minaj and himself pieced the video together within two weeks . In an interview with MTV News on May 31 , 2011 , director DJ Scoob Doo discussed the music video 's styling and development :

" She 's family to me and I 'm family to her , but this is the first time us working together was a priority on both of our lists . So we just had to dig in and put everything to the side and really work on something ... [and] we had no idea that it would turn out as good as it did . It was a great experience [...] It took me about a good two weeks to put all of the ideas that we had together . The good thing about the video is that we went in knowing we were gonna shoot the video onstage a few times . I was actually able to get my camera crew onstage "

The video premiered exclusively to fans with accounts on Minaj 's official website on May 27 , 2011 , and later premiered worldwide . It was directed by Young Money affiliate DJ Scoob Doo and watched over 5 million times . The video is compiled of clips from the I Am Still Music Tour , backstage moments with Drake and Lil ' Wayne , and candids of past photo shoots . Additionally , it features Minaj performing the track on stage , a stream of magazine photo shoots cut together with footage of Minaj signing fans ' chests , and perfecting the " helicopter " move with a nearby dildo . A clean version was later shot removing the dildo scenes . Minaj stated the video was a gesture of gratitude to her fans for their support for her on the I Am Still Music Tour .

= = Live performances = =

Minaj has performed the song on both her debut concert tour , the Pink Friday Tour , and her Pink Friday : Reloaded Tour .

= = Credits and personnel = =

Credits are taken from Pink Friday liner notes .

Nicki Minaj ? vocals , writer

Safaree " Scaff Beezy " Samuels ? vocals , writer

Shondrae " Bangladesh " Crawford ? writer , producer

J. Ellington ? writer

S. Samuels - writer

= = Charts = =

= = Release history = =