

Kendrick Lamar Drops Eagerly Awaited Video For Not Like Us

Kendrick Lamar finishes his warpath against Drake with the video for his DJ Mustard-produced diss track "Not Like Us." Lamar stomps all over his opponent with his partner Whitney and children crip-walking and Drake's Ovo Sound owl logo turned into a pinata amongst the elements of his attack. The backdrop for the video was taken from LaToya Ruby Frazier's "Flint Is Family, Part II" photo series. The focus was on using mostly local Californians in front of the camera and behind it to make the clip. Lamar's video is an ode to California rap history while making it at the same time.