Music Artist Vic G Brings R&B, Afrobeat and Reggae to Hollywood With The DAT BOI Experience

Live Performance, Red Carpet, "DAT BOI" Vertical Music Video Premiere Come Together to Celebrate the Power of Music, Film and Culture



R&B, Afrobeat and Reggae Recording Artist Vic G performs at the DAT BOI Experience.

HOLLYWOOD, CA, UNITED STATES, August 27, 2026 /EINPresswire.com/ -- Zakanda Entertainment, in collaboration with Green Boy Music, brought recording artist Vic G and his evolving blend of R&B, Afrobeat and reggae to Hollywood on Tuesday, Aug. 25, at El Cid on Sunset. The DAT BOI Experience was an evening celebrating music, film and culture through live performance, visual storytelling featuring the premiere of the cinematic vertical music video for “DAT BOI.”

The event brought together celebrities, music artists, producers, filmmakers, and music industry professionals for a red carpet celebration. Among those in attendance were Vic G, Mr. Suprize, Zarian Hadley, Lizzy Jeff, Ras Kass, Brandon Miree, E. Dee Dennis, Fik-shun (Dushaunt Stegall), Baby Mahusay, Qbwoy, Shawn Cornist, Cheryl K., Roney Boys, PR1ME, Louis Harden, Invinceable, and Brooke Ivory, among others.

> “With ‘DAT BOI,’ I wanted to create music that connects with people on an emotional level and brings different cultures together.”
>
> *Vic G, R&B, Afrobeat and Reggae Recording Artist*

The celebration continued with a live performance by Vic G, who performed "DAT BOI" with special guest Jamaican reggae artist Mr. Suprize, backed by The Frequency Squad band. The performance brought the song's fusion of R&B, Afrobeat, and Reggae influences from the screen to the stage. The evening also featured an unexpected live moment when E. Dee Dennis, a dancehall and Billboard recording artist, took the stage for a surprise performance,

adding to the night's energy.

“DAT BOI” marks a new direction for Vic G, blending the soulful sounds of contemporary R&B, Afrobeat and reggae while remaining rooted in the sound that has shaped his career. The Cincinnati native draws from gospel, classic soul and R&B while exploring global sounds that connect across cultures. Vic G, former lead vocalist of III Frum Tha Soul, earned six victories at the legendary Apollo Theater in Harlem, New York, with recording credits that include acclaimed artists Gerald Levert, Angie Stone and Keith Sweat.



Vic G and Mr. Suprize perform “DAT BOI” at the DAT BOI Experience.



Director and Producer Zarian Hadley, creator of the DAT BOI Experience, with Mr. Suprize and Vic G

“With ‘DAT BOI,’ I wanted to create music that connects with people on an emotional level and brings different cultures together. Bringing this music to the stage and sharing it with an audience in Hollywood made the experience even more meaningful. I am excited for people to experience where the music is taking me,” said Vic G.

A highlight of the evening was the premiere of the vertical music video for “DAT BOI,” directed and produced by filmmaker Zarian “King Z” Hadley, founder of Zakanda Entertainment. Created in a 9:16 vertical format, the film emphasizes movement through visual storytelling while offering audiences a more intimate connection to the music and performers.

The single features Mr. Suprize and Binghi Canusee, who also appear in the music video alongside Afrobeat choreographer Nksogorgeous. Her previous choreography has been featured in music videos for artists including Davido, Wizkid, Cardi B, Chris Brown and Ciara.

The evening also introduced "The Power of Support," a micro-documentary series chronicling the making of "DAT BOI" and providing a behind-the-scenes look at the artists, collaborators and creative process. The series is featured on Look at Zakanda, a new Microdrama-Microdoc vertical media platform created to showcase innovative short-form visual storytelling.

“Every creative decision was intentional,” said Hadley. “We wanted to create a visual experience that brings audiences closer to the music, the performers and the story behind the song. The cinematic micro-doc vertical format allows us to focus on emotion, movement and connection in a more personal way. TEAM, Together Everyone Achieves More, represents the foundation of our approach to creativity and collaboration.”

The DAT BOI Experience was presented with the support of event sponsors Qbwoy Production, Zakanda Entertainment, Moviefield Entertainment, GPD Creative Agency, Look at Zakanda, and Shawn Cultural Cuts.

"DAT BOI" is available at GreenBoyMusic.com, Spotify, Apple Music, YouTube, and other streaming platforms.

Follow Vic G, Green Boy Music, and Zarian Hadley on social media:
Facebook: @vic.green.7 | @iamvicg | @GreenBoyMusic | @zarianh
Instagram: @_greenboymusic | @zarianh



Fik Shun (Dushaunt Stegall) and Zarian Hadley on the red carpet at the DAT BOI Experience.



DAT BOI Experience Red Carpet: Zarian Hadley, Mr. Suprize, Lizzy Jeff and Vic G

TikTok: @greenboymusicllc
YouTube: @GREENBOYMUSIC | @ZARIANH

Media inquiries: contact Yvette Morales, YM & Associates PR, YMoralesY@YM-PR.com or 949-244-9769.

Yvette Morales
YM & Associates PR
+1 949-244-9769
YMoralesY@YM-PR.com
Visit us on social media:
LinkedIn
Instagram
Facebook
YouTube
TikTok
X
Other

This press release can be viewed online at: https://www.einpresswire.com/article/937426045

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.
© 1995-2026 Newsmatics Inc. All Right Reserved.