

= Did It Again ( Kylie Minogue song ) =

" Did It Again " is a song by Australian recording artist Kylie Minogue , originally featured on her sixth studio album Impossible Princess ( 1997 ) . The song was released as the album 's second single on 24 November 1997 through BMG , Deconstruction and Mushroom . Minogue had written the track with Steve Anderson and Dave Seaman , and it was produced by Minogue in collaboration with Brothers in Rhythm . Backed by guitars and drum , " Did It Again " is a pop rock track in which Minogue sings about her self @-@ consciousness and self @-@ hatred .

Critical response to " Did It Again " was mostly positive ; some critics praised the song 's composition and highlighted it as a career stand out track . In Australia , " Did It Again " peaked at number fifteen on the Australian Singles Chart and was certified gold by the Australian Recording Industry Association ( ARIA ) . In the United Kingdom , it peaked at fourteen on the UK Singles Chart . Petro Romanhi directed the song 's music video , which features four clones of Minogue in different outfits , and fighting with each other .

To promote " Did It Again " , Minogue performed the track on The National Lottery Live and MTV UK . It was later included on her 1998 concert tour Intimate and Live Tour . The song was subsequently included on Minogue 's compilation albums Confide in Me ( 2002 ) , Ultimate Kylie ( 2004 ) , and Confide in Me : The Irresistible Kylie ( 2007 ) .

= = Background = =

In 1997 , the British media reported that she was anorexic , labelling her " Kylie Thinogue " . Minogue had been told about the rumours and , as a response , wrote the track " Did It Again " . Interviewed by Company magazine that year , she was questioned on her weight and the song , and she explained " It 's a bit of a girl 's song , with me telling myself off and never learning my lesson , particularly with men . It 's me looking myself in the eye and saying ' You fool , stop being too clever and over @-@ neurotic . ' " She had begun writing the song whilst British tabloids published rumors about her private life , and the poor reception that Impossible Princess ' lead single " Some Kind of Bliss " received . However , she re @-@ wrote the original lyrics with Anderson and Seaman and Minogue said it told a " different meaning " . The song discusses telling herself off when she does not learn from her past mistakes . She commented that " Some of the songs from Impossible Princess are close to the heart , but this song was a little voice on my shoulder . " The song was originally titled " Clever Girl ( Did It Again ) " .

= = Composition = =

" Did It Again " was recorded at Real World , Sarm West and DMC Studios in England , and was mixed by Alan Bremnar at Real World . Greg Bone and Anderson played the guitars , while Anderson played the drums and keyboards . Produced by Brothers in Rhythm and Minogue , " Did It Again " is a pop rock song . Michael Dwyer from Western Australia magazine commented on Minogue 's departure from dance music and bubblegum pop and her maturity since her work with Stock , Aitken and Waterman , stating " Some Kind Of Bliss and Did It Again have already proved our Kylie has more tricks up her sleeve this time than Stock , Aitken and Waterman ever dreamed of and her sixth album harbours more strings to her carefully @-@ cultivated bow . " British writer Sean Smith , author of Kylie ( 2014 ) , commented that " Did It Again " was another track , along with " I Don 't Need Anyone " , from Impossible Princess that " didn 't really sound like Kylie " . He further commented that " Did It Again " was " a blend of drums and electric guitar that might have found its way onto The Beatles ' famous Revolver album . " Reviewing her compilation album Greatest Hits 87 ? 97 ( 2003 ) , Michael Paoletta from Billboard magazine viewed the composition as progressive rock .

= = Critical reception = =

" Did It Again " received positive reviews from most music critics . Allmusic 's Chris True , who also reviewed the parent album , highlighted it as a stand out track from her career . MacKenzie Wilson from Allmusic selected " Did It Again " as a stand out from her compilation Hits + . Jack Foley from Indielondon.co.uk called " Did it Again " one of Minogue 's " chart @-@ busters " that " continue to fill the dancefloors despite being relentlessly over @-@ played in their heyday . " Darrin Farrant from The Age said " Best of the Impossible Princess bunch was clearly Did It Again , Minogue smiling and strutting , the crowd joining her to sing every word . " Gary James from Entertainment Focus praised all her co @-@ written and self @-@ penned tracks . Avoledo from BlogCritics.org described the song as blunt , but said it is a " cunning and self @-@ aware look at celebrity without even mentioning fame . "

A reviewer from Music Week magazine awarded " Did It Again " three stars out of five , stating that Minogue 's vocals " takes a stroppy edge " , but " it 's not strong enough to do much better than the modest performance of Some Kind Of Bliss . " Natasha Tripney from musicOMH said : " ' Did It Again ' reminds you of her valiant but wildly misjudged attempt to morph into Indie Kylie circa 1997 , only really serving to highlight the limitations of her voice in the process . " Michael R. Smith from Daily Vault felt the song represented the album " perfectly " and had labelled the songs as " undiscovered gems " . Smith felt the song was " another underrated song " from the Impossible Princess album and labelled it an " indie classic " . In the annual 1997 Triple J Hottest 100 list , " Did It Again " was eighty @-@ one . At the 1998 ARIA Music Awards , " Did It Again " was nominated for Single of the Year but lost to Natalie Imbruglia 's single " Torn " respectively .

= = Commercial performance = =

" Did It Again " entered at number twenty @-@ one on the Australian Singles Chart . The song peaked at fifteen , her highest charting and first top twenty single from Impossible Princess . The song lasted seventeen weeks in the top fifty , one of her longest spanning singles in the chart . The song was certified gold by the Australian Recording Industry Association ( ARIA ) with shipments of 35 @, @ 000 units . In the United Kingdom , " Did It Again " entered and peaked at fourteen on the UK Singles Chart . It stayed in the top 100 for eight weeks and became highest charting single from the album alongside " Breathe " .

= = Music video = =

= = = Background and development = = =

An accompanying music video was directed by Petro Romanhi in London , England . It was filmed over a two @-@ day period and was required to shoot each character individually . Minogue and long @-@ term collaborator and friend , William Baker , designed the clothing for each character : Sex Kylie , Cute Kylie , Indie Kylie , and Dance Kylie . Each character represented a difference appearance and persona ; Baker labelled Sex Kylie as a " drag queen " with a " bitchy " attitude and " slutty " appearance . Dance Kylie had , according to Baker , an " irritating frothiness " , while Cute Kylie had violet @-@ coloured hot pants and a bra . The original costume was blue , but quickly changed due to blue screen issues . The outfit for Indie Kylie , which was red three @-@ quarter pants with a high @-@ collar shirt , was inspired by Star Trek films that was assisted by British fashion design , Pellicano .

Frances Whiting from Sunday Mail discussed the music video with Minogue , where she mentioned that the video was a " fun " way to portray her media images throughout her career . Regarding her " Indie Kylie " phase , Minogue commented " I don 't mind being labelled Indie Kylie , I 've had so many labels , but labels are a bit silly because I 'm so many things , we all are . " The concept for the video was created by Romanhi after discovering several articles and magazing in the 1980s and early @-@ mid 1990s of Minogue , along with his influence of the American film Usual Suspects , but Minogue was sceptical on the final result . In an interview with MTV Australia , Minogue revealed

the video was based on her life as a celebrity , stating ;

Basically we were having a laugh at a lot of the different articles that were appearing at that time in different magazines and papers , and they were talking about ' Pop Kylie , Dance Kylie , Sex Kylie ' and , you know , with every different release of a single they 'd say ' What Kylie is it now ? ' and it was just becoming a joke . So he , Pedro , cunningly picked up on that and said we should make a video with all the different Kylies , which I was more than [ sic ] happy about , because it was stating the obvious and having a laugh at the same time .

= = = Synopsis = = =

The characters were Sex Kylie , Cute Kylie , Indie Kylie and Dance Kylie , characters which had contributed to Minogue 's image throughout her career . Minogue commented that it took " longer than expected " because Romanhi wanted the outcome to be " precise " . Although Minogue said that " Indie Kylie " was the winner of fight , she felt " Cute Kylie " represented herself than the other three characters . The video opens with Sex Kylie singing and Cute Kylie pushes her . Indie Kylie appears and Dance kylie bumps her out of the way . Throughout the video , all four characters fight and cuss towards each other . The end finishes with Cute Kylie holding a baseball bat , declaring that she was the winner of all four of them . Despite the ending and Minogue commenting that Cute Kylie amused her the most in the video , Minogue said that Indie Kylie was the winner .

= = = Reception = = =

The video received positive reviews , and won the Australian Video entry at the MTV Video Music Awards in 1998 . Erika Brooks Adickman from Idolator said that " the tongue @-@ in @-@ cheek video had the pop icon acknowledging all the ways she had reinvented herself over the years " . American website BuzzFeed hosted a poll for online viewers to vote their best Kylie in the " Did It Again " video . As a result , Indie Kylie won with 36 % ( 2 @,@ 926 votes ) , Cute Kylie came second with 26 % ( 2 @,@ 083 votes ) , Dance Kylie came third with 20 % ( 1 @,@ 628 votes ) , and Sex Kylie came fourth with 18 % ( 1 @,@ 510 votes ) . During an interview Minogue gave to Jetstar Airways magazine , journalist Simon Price stated that the four different Kylies were " brilliantly " satirised in the video .

Costumes from the video , along with accessories spanning Minogue 's career , became part of an exhibition at the National Portrait Gallery in Australia , during May 2005 . They were also displayed in another exhibition with the same theme in February 2007 . A still with the four Kylie 's , standing together , was drawn by Jill Lamarina and added into the comic book Female Force : Kylie Minogue , published by Bluewater Comics . Media theorist Lee Barron , author of Social Theory in Popular Culture , discussed the Impossible Princess period and further stated " The Impossible Princess phase represented a period of diminished commercial success , marking the moment in which Minogue consciously began to engage in a playful awareness of image construction and referentiality ... This was unmistakably manifest in the promotional video ' Did it Again ' , which featured four Kylies , each defined by the labels that the media created for her " . Barron felt neither of the characters in the video won , but rather " the construction of an entirely new one " and concluded " Because , although Minogue was now reflexively alluding to her identity @-@ shredded progression , ' Indie Kylie ' did not gel with the wider recording @-@ buying public , and consequently ' Indie Kylie ' was discarded for ' Camp Kylie ' " ; Camp Kylie was a media label for her efforts around the Light Years ( 2000 ) era .

= = Live performances and other usage = =

Minogue performed " Did It Again " on the The National Lottery Live , and performed the song alongside " Some Kind of Bliss " and " I Don 't Need Anyone " on her performance with MTV on 4 October 1997 . Minogue included the song on the set list for her 1998 concert tour Intimate and Live . The performance was recorded on 30 June and 1 July at Capitol Theatre in Sydney , and

appeared on the related CD and DVD .

" Did It Again " has been featured on many of Minogue 's compilation albums . Its first appearance was on her 2000 Deconstruction compilation Hits + and on her 2001 BMG greatest hits compilation album Confide in Me , a compilation consisting majority off her singles and tracks from her Deconstruction period ; Heather Phares from Allmusic praised the Impossible Princess tracks including " Did It Again " . It then appeared on her 2004 compilation albums Artist Collection and , which included most of her Impossible Princess era , and Ultimate Kylie through Parlophone . The song 's last appearance was on the first disc of Confide in Me : The Irresistible Kylie released in July 2007 by UK independent label Music Club . The Trouser Enthusiasts ' Goddess of Contortion remix and Razor n Go remix appeared on her 1998 remix compilations Mixes and Impossible Remixes .

= = Personnel = =

Credits adapted from both maxi @-@ single liner notes .

Kylie Minogue ? vocals , songwriting , vocal production

Steve Anderson ? songwriting , guitar , Hammond organ

David Seaman ? songwriting , guitar

Greg Bones ? guitar

Alan Bremner ? engineer , mixing production

Paul Wright ? engineer

Stephane Sednaoui ? photographer , designer

Farrow Design ? cover sleeve designer

= = Formats and track listings = =

= = Charts and certifications = =