

= One Less Lonely Girl =

" One Less Lonely Girl " is a song by singer Justin Bieber . The song was written and produced by Bieber 's mentor , Usher , as well as Ezekiel Lewis , Balewa Muhammad of The Clutch , and A @-@ Rex duo Sean Hamilton and Hyuk Shin . It was released exclusively to iTunes as the second single from his debut release , My World on October 6 , 2009 , and was later released to more digital distributions and mainstream and rhythmic radio soon after .

The song was positively received , with critics commending the song 's delivery and comparing it to pop @-@ R & B beatings by Chris Brown and Rihanna . It was a success in the United States and Canada , Bieber 's highest peaks in the countries at sixty nine and ten , respectively , until " Baby " bested the record in 2010 . It also charted in the Belgium (Flanders) tip chart and in Germany within the top thirty , and also charted in Austria , Australia , and United Kingdom . The music video features Bieber attracted to a girl he sees in the laundromat , as he leads her on a scavenger hunt to win a date with her . Bieber has performed the song in a number of live appearances including the Fearless Tour , The Next Star , and Dick Clark 's New Year 's Rockin ' Eve with Ryan Seacrest .

= = Background and release = =

Regarding the concept of the song , Bieber told MTV News , " I think it 's really important these girls have something so they can be one less lonely girl Bieber joked that " Lonely Girl " wasn 't always the choice for his second single stating " It was either between that or ' I Love High School . ' " , a remix of " I Love College " by label mate , Asher Roth . " One Less Lonely Girl " was released digitally on the iTunes Store on October 6 , 2009 .

= = Composition and critical reception = =

Crystal Ball of Billboard gave the song a generally positive review stating " much as he did on his debut single , " One Time , " Bieber makes a strong case for why he 's the next pop heartthrob . ' I 'm gonna put you first , I 'll show you what you 're worth / If you let me inside your world , ' he sings . The stump speech is hard to resist , especially when set to an arrangement that follows the lineage of hit midtempo ballads " With You " , and " Irreplaceable " . Although the lyrics are generic , Bieber 's smooth delivery is right on point , and his tender vocals blend well with the song 's easy @-@ flowing beat . " Jon Caramanica of The New York Times called the song along with " Down to Earth " , " uncomplicatedly beautiful and earnest . " Andy Kellman of Allmusic listed the song as one of his recommended tracks from the album .

= = Chart performance = =

In the U.S. , the single had 113 @, @ 000 downloads in its first week , propelling it to debut at number sixteen on the Billboard Hot 100 on the issue dated October 24 , 2009 . Bieber scored the second highest debut of the week , only being surpassed by " 3 " by Britney Spears . Due to the impact of mainstream radio in the U.S. , the song entered at thirty six on the Billboard Pop Songs on the week ending December 12 , 2009 , and in turn also re @-@ entered the Hot 100 at sixty nine . It dropped the next week on the Hot 100 , but rose to thirty two on the Pop Songs , and rose again to twenty six the following week . The single peaked at twenty @-@ one on the pop chart . Due to increased airplay and digital sales of My World , on the week ending January 9 , 2010 , the song rose thirty positions from sixty to thirty on the Hot 100 . As of February 2011 , the single has sold over 1 @, @ 025 @, @ 000 digital copies in the United States . The song debuted at number ten on the Canadian Hot 100 on the issue dated October 24 , 2009 .

It debuted in Austria at number fifty @-@ four , where it peaked , and remained four weeks on the chart . It debuted on the Belgian Tip Chart in Flanders at number twenty five , where it peaked , and remained for two weeks . It debuted in Germany at number twenty two , where it peaked , and remained for eight weeks . The song also peaked at eighty @-@ two in Australia and sixty two in the

United Kingdom .

= = Music video = =

In an October 7 , 2009 , exclusive with MTV News , Bieber confirmed that a music video had been shot in Watertown , Tennessee (a small town approximately 50 miles east of Nashville , Tennessee) with Roman White who directed the music video for " You Belong With Me " by Taylor Swift . The video premiered on perezhilton.com on October 9 , 2009 , and was released to iTunes three days later . It later premiered on Bieber 's official site and YouTube on October 13 , 2009 , Bieber 's mother , Pattie Mallette , makes a cameo during the flower stand scene in the music video . While filming the music video , Bieber joked and said , " It 's like the biggest town I 've ever been in . " He went on to say , " " It 's really small and quaint and cute and cool . Everyone probably knows everyone I guess . " Promotional photography took place around the town a few days before the rest of the video shoot , including Bieber holding posters of his first shoot , and with an old turquoise truck . The video was the first to feature Bieber wearing his signature dog tag . In a behind @-@ the @-@ scenes feature , Bieber said that a fan gave it to him , and it belonged to one of their friends that died in the war . Bieber stated , " I wear it because its cool and kind of a memory . " The basic concept of the video is Bieber 's goal to win a girl 's heart after leading her around the town . Director Roman White said , " It 's romantic , it 's in a laundromat ... that 's all it takes to win a girl is strung lights " .

In the music video , Bieber is attracted to a girl (Grace Marie Wilson) he sees every day washing clothes at the local laundromat . In the opening scenes , Bieber is wearing a green hooded sweatshirt , similar to the gray one he wore in the " One Time " video , along with a cranberry shirt . One day while he is waiting for his clothes and is tuning his guitar , she drops a scarf , and he picks it up . In the laundromat scene Bieber is wearing a mixed purple , blue & orange plaid collared shirt , with a dark purple tee . The girl comes back the next day however he is not there . He then posts a sign beside the washer that he found her missing scarf . He leads the girl on a scavenger hunt for the scarf , posting signs with pictures of him on them around the town to encourage her to go on a date with him . He takes pictures of him in situations such as buying chocolate for her and the puppies scene , and others , with notes doting quips of what he would do for her . During the date and ending scenes Bieber has on a white striped collared shirt , with a dark cyan tee . She finally finds him at the end of the video and they have their date .

MTV called the video " lost @-@ and @-@ found action with a scarf that eventually leads to some young love , " and gives credit to Bieber as a new sensation , stating " The setting for " One Less Lonely Girl " seems to be Main Street , USA ... And why not ? Is this kid not the slice of apple pie cooling on the window sill of the American teen dream ? " AOL calls the video a " treasure hunt " and commended the pet store scene , saying " And then , as if the video couldn 't get more cute , they bring out the puppies . "

= = Merchandise = =

The " One Less Lonely Girl " phrase spawned several products from Bieber 's official store to have the coined phrase on them . One of the products is a cranberry colored scarf , the same color as a shirt Bieber wore in the music video . One end of the scarf has a patch with the " One Less Lonely Girl " phrase on it and the other end has a signature by Bieber . Tamar Antai of MTV Buzzworthy called the scarf " boundlessly adorable " and " a total bargain for less loneliness " . Another product was a white t @-@ shirt that had the phrase stylized as " 1LessL ? nleyGirl " in variations of sky blue colors . In December 2009 , Bieber teamed up with 1 @-@ 800 @-@ Flowers for a promotion . The company came out with a " One Less Lonely Girl " -branded bouquet of red " intuition " roses and a Valentine 's Day card from Bieber , depicting the singer holding a heart . Packages could either have a twenty @-@ four or twelve count stems , and a red , silver or clear vase . The flowers could be set for delivery between January 12 @-@ February 12 , 2010 , before Valentine 's Day . The first one thousand customers received a free replica of the scarf in the " One Less Lonely Girl " video . A

portion of the proceeds went to Pencils of Promise , a charity that helps build schools in developing areas of the world . Bieber frequently participates in the charity . A contest was also set in place in which a winner would be greeted with their flowers by Bieber himself , or could win the flower bouquet and other Justin Bieber merchandise .

= = Live performances = =

Bieber has performed " One Less Lonely Girl " as an acoustic rendition and with the original musical background . He premiered the song , performing an acoustic rendition when he made a return appearance to his native Canada on the finale of YTV 's The Next Star . Bieber performed the song along with his lead single " One Time " on September 26 , 2009 . He also performed the song acoustically when he appeared on It 's On with Alexa Chung on November 19 , 2009 . When Bieber performs the song with the musical background , he invites one or two girls on stage to be the object of his affection or the " lonely girl " during the performance . Bieber performed the song with the original musical background along with " One Time " , and " Favorite Girl " on his U.S. network television debut on The Today Show . He also performed the song with the musical background on The Ellen DeGeneres Show , and during Winter 2009 when he performed at several different Jingle Ball concerts . When Bieber performed at Q100 's Jingle Ball in Atlanta , Georgia , where Bieber 's career is based out of , he invited good friend and former girlfriend , Caitlin Beadles , who had recently recovered from a boating accident , on stage as the girl during the song . Bieber performed the single as his second song during Dick Clark 's New Year 's Rockin ' Eve with Ryan Seacrest , and invited his friend and fellow performer that night , Selena Gomez on stage to act as the lonely girl . The performance onstage fueled further speculation of a relationship between Bieber and Gomez but both claimed they were just friends , as they did before . He sang the song on VH1 's Pepsi Super Bowl Fan Jam , along with other performers Rihanna and Timbaland , and on CBS ' The Early Show as a part of their Super Bowl programming . He performed a medley of " One Less Lonely Girl " and " Never Let You Go " , along with " Baby " at BET 's SOS : Help for Haiti Telethon . As the telethon was also being broadcast in Haiti , Bieber sang the first verse in French . During the Purpose World Tour , Bieber unexpectedly performed the song at the tour for the very last time .

= = Controversy = =

A parody of the song performed by Bieber caused controversy after a video of it was released by the entertainment news website TMZ on June 4 , 2014 . The video featured a then 14 @-@ year @-@ old Bieber , parodying the song with the main lyric " One less lonely nigger , " and that if he were to kill " one less lonely nigger , " he 'd be " part of the KKK . " Sources stated that Bieber told his mentors , singer Usher and actor Will Smith , about the video after it was filmed , after which Usher showed Bieber some historically racist videos in an effort to teach him about the degradational intent of the word " nigger " and other racial epithets . On June 5 , 2014 , the rapper and president of Young Money Entertainment , Mack Maine chose to defend Bieber after the racist remarks . He said Maine says Bieber is still family for the artists on Young Money , according to TMZ . The publication reports that Maine says Bieber has black friends and that " Bieber does not have a slave mentality . " According to Mack Maine , Bieber " treats his people with respect . " Mack Maine has said that he brought up a racial joke in his past . " I remember telling a White man , Chinese man , Black man joke as a kid that was terrible , " Maine says , " and I told it to my friends because I thought they 'd think it was funny . " Mack Maine also confirms that Young Money and Justin Bieber are slated to continue working together . On the same day , Bieber made an announcement of his apology for the parody .

= = Credits and personnel = =

Songwriting - Vance Tate , Thomas Olivera , Ezekiel Lewis , Balewa Muhammad , Sean Hamilton , Hyuk Shin (Joombas)

Production - Ezekiel Lewis , Balewa Muhammad , Sean Hamilton , Hyuk Shin (Jombas) , Vance Tate , Thomas Olivera

Vocal production and recording - Ezekiel Lewis and Dave Hyman

Mixing - Jaycen Joshua @-@ Fowler and Dave Pensado , assisted by Giancarlo Lino

A & R Consultants - Vance Tate , Steve Owens and Rosalind Harrell

Source

= = Charts and certifications = =

= = Release history = =