

= Turnin Me On =

" Turnin Me On " is a song by American singer @-@ songwriter Keri Hilson , taken from her debut album , In a Perfect World The song features American rapper Lil Wayne who co @-@ wrote the song alongside Hilson and Zachary Anson Wallace . Production credits are shared between Danja and Polow da Don , who also co @-@ wrote the song . Following the minimal chart success of Hilson 's worldwide lead single " Energy " in the United States , international markets received " Return the Favor " , while " Turnin Me On " was released as the third single in the US .

After experimenting with more pop @-@ oriented music in her previous mentioned songs , Hilson opted for a more urban , hip @-@ hop flavored sound for the song , due her to wanting to keep to her roots . While noting her less than stellar vocals on the track , critics praised Hilson 's sassiness and attitude on the track and complimented Lil Wayne 's verse , which has been called the best surprise rap since Lisa " Left Eye " Lopes on TLC 's " Waterfalls . " The song 's accompanying music video features intricate Aaliyah and " Soldier " -esque choreography , dance scenes such as the Bird Walk , and Hilson being flaunted by men . The scenes are intercut with mirror scenes with younger kids .

The song was a commercial success in the United States , reaching number fifteen on the Billboard Hot 100 , whilst reaching two on the Hot R & B / Hip @-@ Hop Songs chart . " Turnin Me On " received two nominations at the 2009 BET Awards , and a " Song of the Year " nomination at the 2009 Soul Train Music Awards . A leaked remix of the song caused controversy , with rumors that Hilson was taking shots at fellow female R & B singers Beyoncé Knowles and Ciara , however Hilson has fervently denied the rumors that it was a diss . Hilson performed the song as a part of a medley at the 2009 Soul Train Music Awards and BET Awards .

= = Background = =

In June 2008 , Rap @-@ Up originally reported the song as " Turn Off " , while Hilson was playing it at Interscope @-@ Geffen @-@ A & M Records ' second annual " Creme of the Crop " post @-@ BET Awards dinner on June 25 , 2008 . Then an unmastered version of " Turn Off " was leaked online in September 2008 . After selecting the predominantly pop @-@ sounding " Energy " and " Return the Favor " , Hilson selected " Turnin Me On " as In a Perfect World ... ' s third single . When asked in an interview with That Grape Juice if choosing the song was a conscious effort , since the song had a different sound than the previous singles , Hilson responded ,

" Absolutely ! I mean , there ? s another side of me . I ? m from Decatur , Georgia and that is a predominantly black neighbourhood with a lot of lower @-@ class and some middle @-@ class neighbourhoods . I guess that is the song that probably properly describes the type of girl I am , in relation to where I ? m from . So yeah , it was definitely a conscious effort to make sure that I stay close to home on some records . "

= = Composition and critical reception = =

The song is a futuristic @-@ esque R & B , synth @-@ driven , bass @-@ heavy urban song , featuring " bouncy " horn samples . Written in the key of C minor the song is in a " moderate R & B groove " . It is set in common time and Hilson 's vocals span from the low note of G3 to the high note of C5 " " Turnin Me On " is lyrically about physical attraction and composed in a hard @-@ edged tone . " MTV Buzzworthy described the song " as one @-@ part Rihanna ' Umbrella ' and two parts Beyoncé ' Ring the Alarm ' "

Naming it a standout track from In a Perfect World ... Andy Kellman of Allmusic called the song a " coquettish trunk rattler . " Barry Walters of Spin complimented Hilson 's " sassiness " on the song which she " wore well . " MTV Buzzworthy called the Wayne 's verse " the best surprise rap since Lisa ' Left Eye ' Lopes ' verse in TLC 's ' Waterfalls . ' " J.K. Gleib of Cincinnati Metromix called the track " playful " and said the track was easily the album 's standout , commenting that Lil Wayne 's cameo " steals the show . " Sal Cinquemani of Slant Magazine commended the song , calling it "

tight . " Jon Caramanica of The New York Times said called the song " slinky " and said , " the busyness coheres , with Ms. Hilson neatly gliding among the song ' s many layers . And she may need the crutch ; she is a careful , slight singer . " Mikael Wood of The Los Angeles Times called the song " impeccably arranged . " After watching the video , a writer for BET Sound Off said after it seemed Hilson and her label were losing faith , that " out of nowhere , Keri got her ish together " , and said , " I ' m sure she ' ll regain the steam she lost during her first two singles . " Rap @-@ Up called " Turnin Me On " a standout track from In a Perfect World The song received several accolades , as it was nominated for " Viewers ' Choice " and " Best Collaboration " at the 2009 BET Awards . Additionally it was nominated for " Song of the Year " at the 2009 Soul Train Music Awards .

= = Chart performance = =

On the issue date of January 3 , 2010 , " Turnin Me On " entered the Billboard Hot 100 at number ninety . In its sixth week on the chart , it reached number thirty @-@ five , giving Hilson her second top forty hit at a solo or featured artist . It later reached number fifteen , where it spent two weeks , becoming Hilson ' s biggest hit until the top five hit , " Knock You Down . " Overall , the song had a twenty @-@ two week stint on the Hot 100 . Additionally it charted at twenty @-@ eight on the now defunct Pop 100 , and twenty @-@ five on the Pop Songs chart , reaching the peak after seven weeks . On the week of February 28 , 2009 in its eighteenth week on the chart , it peaked at two on the Hot R & B / Hip @-@ Hop Songs chart . It debuted at number eighty in Canada , where it peaked , spending a total of four weeks on the Canadian Hot 100 . The song peaked and debuted at twenty @-@ nine on the New Zealand Singles Chart . It fell to thirty @-@ three the following week , and falling off the next week , completing a two @-@ week stint on the chart .

= = Music video = =

The music video for the single was directed by Erik White and shot in Atlanta , Georgia . It premiered on November 19 , 2008 , two weeks before the single was released for airplay or download . It was featured on E ! News on December 15 , 2008 . Rich Boy , Polow da Don , and Leah LaBelle make cameos in the clip . While it was reported that T.I. would appear in the video , a doppelgänger does instead . The video is set almost entirely behind white and black backdrops , besides one club scene . Hilson performs choreography such as the Bird Walk , which according to MTV Buzzworthy is Aaliyah @-@ style choreography , while being flaunted by shirtless , muscular men and donning " on " and " off " finger rings . BET Sound Off noted that some of the choreography was similar to Destiny ' s Child ' s " Soldier . " As Hilson continues to be flaunted and performs additional choreography , which includes crumping @-@ like moves , the scenes are interspersed with younger kids re @-@ enacting the same scenes . Hilson appears alongside a speaker and a group of men dancing before the video cuts to Wayne . In this scene the rapper delivers his verse alongside Hilson in front of a black backdrop and on a couch . Near the end the younger girls and boys are shown performing Hilson and her dancers ' moves , as the latter also continue to be flaunted by men . The video ends with Hilson being turned off by men at a club , with women in the club wearing " off " earrings like on Hilson ' s fingers .

MTV Buzzworthy said , " give it up for her sleek biker chick @-@ meets @-@ Park @-@ Slope wardrobe and feel free to ogle / drool over the parade of shirtless dudes who look like they jumped off the cover of Abs Weekly magazine . " The review also complimented " rapper / pants @-@ dropper extraordinaire Lil Wayne " who helped " push her chest @-@ bumpin ' vid into must @-@ see territory . " Although commenting it a " Soldier " knock @-@ off , BET Sound Off blog said , " the visual is pretty entertaining . " Tracey Ford of AOL Boombox said , " the diva makes it perfectly clear how easy it is to turn a woman on and off . " The video ranked at number two on BET : Notarized Top 100 Videos of 2009 countdown .

= = Live performances = =

In promoting her album , Hilson performed the song on February 2 , 2009 on 106 & Park . Hilson performed the song on March 17 , 2009 on Dogg After Dark . Lil Wayne joined her to perform the song with " Energy " on Jimmy Kimmel Live ! " Turnin Me On " was performed by Hilson at BET 's Spring Bling 2009 , and at BET 's Rip the Runway 2009 . She performed the song as part of medleys at the 2009 BET Awards as well as the 2009 Soul Train Music Awards .

= = Remixes = =

The official remix of the song features new verses from Hilson & Lil Wayne and an additional verse & intro by R & B singer T @-@ Pain . It was leaked on March 3 , 2009 . The leaked version of the official remix also features background vocals by Polow da Don , which was removed on the final version . The final version of the remix can be found Atlanta DJ Greg Street 's mixtape , " Sertified Worldwide " .

Several remixes for the song were released . Busta Rhymes is featured on one remix , to which BET Sound Off preferred to the original version , commenting , " Not that I don ' t appreciate Keri and Weezy ' s version because it ' s actually a snazzy lil ditty , but Busta ' s ambiance over Polow ' s sound scape gives me a different vibe , that ' stand on your desk and mean mug everyone in your office who tells you to turn down your music ' vibe . " In January 2010 , a remix featuring T.I. was released . A MSTRKRFT remix of the original version was released on iTunes .

= = = Diss controversy = = =

On March 3 , 2009 , a remix version of the song , entitled " Turnin ' Me Off " , featuring a new verses from Hilson , Lil Wayne , and an additional by T @-@ Pain surfaced online . In the remix , Hilson takes jabs at two unnamed female entertainers . Referred to as " the remix heard round the industry " , media rumored that Hilson was taking shots at Beyoncé Knowles and Ciara , in lines like " You can dance , she can sing but need to move it to the left .. " , possibly referencing Ciara 's acclaimed dancing ability , and Beyoncé 's hit " Irreplaceable . " The lyrics also point at other possible shots taken toward the artists such as Hilson stating one needs to " go sit down and have babies " and points out several songs written for the other . A BET columnist wrote , " critics couldn ' t fathom the purpose or reasoning behind the malicious gesture " , while a writer for BET Sound Off noted that if Hilson or her management intended to engage in this , that it would be " career suicide . "

However in an interview with Hard Knock TV , Hilson denied the claims that the remix was directed at dissing Knowles or Ciara . According to Hilson , Polow da Don gave her the idea to do a " fiery " record . Although she said she was not retracting anything in the song , calling her response a " blanket statement " she said she was not going to feel some sort of way about how other people interpret , and that blatantly dissing anyone was not the energy behind the record . Hilson commented she wanted to address the haters , and all the media speculation about the remarks was something they did not intend to accomplish with the song . She also addressed that the release of the song was not an intentional leak , stating most remixes are meant to be done when a record is hot , and although admitting that while " Turnin Me On " was not " a number one record " , the remix was done three months prior .

While calling into WVEE during their interview with Ciara and Polow da Don , Hilson said , " I just want to tell Ciara it ' s not about you . People are just reading way too far into it . People take things and make it what they want it to be . It wasn ' t taking shots at nobody . " [sic] I just want to let Atlanta know and Ciara know that this is a true leak . I did , and I don ' t know if Polow said this on the radio , but I did fight this coming out . I didn ' t want this coming out because we played it for people when I did it and that 's what people said it was about ; they started throwing out names . We were like ' No , it 's not about that ' and we tried to let them know what it was really about . But the fact that people brought back names , it was like ok , that wasn ' t the reaction we need , so I told Polow , ' let 's not do this and he agreed " .

Ciara happened to call in during the time period and said she was happy of where Hilson was at in her career , to which Hilson responded the same , saying how proud she was , and " watching her from ground zero . " Hilson went on to state she was not jealous of anyone 's career , noting how all female R & B artists are the same , pointing out that " Keyshia ? s on my album . I ? ve worked with Ciara many times . I ? m a fan of Beyoncé ? s . " When asked exactly who the song is about , Hilson said the targets knew who they were , responding , " It ? s anybody that ever tried to take me down and didn ? t want to see me succeed . I ? m not gonna call their names because I feel I ? ve addressed it . " She further clarified , commenting " I will say this , my journey has been 12 years long and there have been many people , specifically girls , and it really just isn 't one person , it 's been a lot of people . "

Rumors circulated once again when Ciara released a viral video " Basic Instinct (U Got Me) " to kick off promotion for her album of the same name . Ciara addressed claims that remarks in the song were referring to Hilson in an interview with Rap @-@ Up , stating that the song was dedicated to her haters , gave her a chance to express herself , and was about trusting her first instinct on everything .

= = Track listing = =

= = Personnel = =

Songwriting - Keri Hilson , Dwayne Carter , Jamal Jones , Zachary Anson Wallace

Production - Polow da Don , Danja (additional)

Vocal arrangement and production - Keri Hilson

Recording - Tony Terrebone , Marcella Araica , Njason Schweitzer

Mixing - Marcella Araica

Source

= = Charts = =

= = = Certifications = = =

= = = Year @-@ end charts = = =

= = Release history = =