

= Beat of My Drum =

" Beat of My Drum " is a song by British recording artist Nicola Roberts . It was released on 2 June 2011 , by Polydor Records , as the lead single from Roberts ' debut solo album , Cinderella 's Eyes (2011) . The song was simultaneously released with the on air on sale method , receiving no prior promotion . " Beat of My Drum " was written by Roberts , Dimitri Tikovoi , Maya von Doll and Diplo , and was initially produced by Roberts and Tikovoi . Written to feel British and fun , Roberts intended " Beat of My Drum " to be a song which people could sing and dance .

" Beat of My Drum " is a dance @-@ pop song which incorporates elements of indie pop , and has been compared to the work of artists including M.I.A. and Major Lazer . Lyrically , the song discusses Roberts ' time in the girl band she was a part of , Girls Aloud ; while part of the group , she felt undervalued in comparison to other members . " Beat of My Drum " garnered universal acclaim from music critics , with some describing it as more original than solo releases by other members of Girls Aloud ; it was also compared to the work of artists such as Kelis and Robyn . Commercially , " Beat of My Drum " failed to make a large impact .

In the United Kingdom , it charted at number 27 , and number 26 in Scotland . In Ireland , the song peaked at number 37 . The song 's accompanying music video was directed by Wendy Morgan . It displayed Roberts performing in a hall with dancers . Roberts performed the song for the first time at the 2011 T4 on the Beach , as well as various other chat shows .

= = Background and development = =

Before embarking her solo career , Roberts was one fifth of British girl band Girls Aloud . Roberts claimed that she found the experience of going solo troubling . She revealed that she struggled to cope with life in the public eye and the constant media attention . In particular , she received negative attention concerning her image . The experience led her to start to develop her debut album , which , lyrically , reflected the difficult times she experienced in Girls Aloud . On " Beat of My Drum " , Roberts describes herself as a " baby in the corner " . Roberts helped to write all of the tracks on Cinderella 's Eyes , with the lyrics telling stories of things that happened in her life . " Beat of My Drum " was co @-@ written with Maya von Doll , Diplo and Dimitri Tikovoi . She stated that she had always wanted " Beat of My Drum " to be something different from the music that other pop singers were presenting in the charts . Roberts stated that " Beat of My Drum " is " a song everyone can sing and dance to " . Roberts stated that she felt the song had a " fun concept " with a British influence .

The song was originally recorded by Roberts and Tikovoi . However , the pair struggled to finish its production , with Roberts describing the process as something that " just wouldn 't work " . The incompleteness of the song led to stress and illness for Roberts , and she decided to contact producer Diplo to work on the record . Discussing her choice in an interview for The Guardian , Roberts said that she only had one chance to get him to work with her and asked for his assistance . After Diplo reassured the singer that he would help , Roberts revealed that the situation was no longer in her hands and that she would wait for him to contact her with some progress . Despite her worries , she felt that " he just got it straight away " . Communications were strict between the pair , but when Roberts received Diplo 's finished production , she was too nervous to listen to it immediately . Instead , she burnt the track to a CD , and drove to a deserted field with her younger brother and sister , where she played the song loudly . After positive responses from her siblings , Roberts declared Diplo a " genius " .

= = Composition = =

" Beat of My Drum " is a dance @-@ pop track with themes of indie pop , and has been compared to the work of M.I.A. and Daphne & Celeste . The verses , choruses and bridge are all distinctively different ; the chorus consists of chants , the verses are spoken @-@ sung (half spoken. half sung) , and the bridge are dancehall themed . The bridge gathered comparisons to the music of Major

Lazer , which it samples . The vocals are performed against sirens . Music journalist James Montgomery observed how the song " mashes together every notable pop moment from recent history " , pointing out the dancehall rhythms , drum breaks and " electro @-@ vocal tics " .

= = Release = =

" Beat of My Drum " was released with the on air on sale method on 3 June 2011 . Universal Music , the record company which owns Polydor , were releasing all singles under this format at the time of " Beat of My Drum " ' s release . The reason for this was to try and reduce the level of illegal downloading of music , a system that Roberts was not used to . As part of promoting singles in Girls Aloud , she was used to releasing a song after approximately six weeks of promotion , which included radio interviews , televised performances and print work . As a result , Roberts stated that that the new system was " very scary " as she was not used to releasing a song with comparatively little publicity , and worried about how her " Beat of My Drum " and subsequent singles would chart .

= = Critical reception = =

" Beat of My Drum " was acclaimed by music critics . Robert Copsey for Digital Spy gave the song five out of five stars , saying that " Once named the least desirable member of Girls Aloud , the transformation of Nicola Roberts from pasty and awkward backing singer into glowing , haute couture pop songstress has been a magnificent spectacle . " Jeff Benjamin of Billboard called Roberts ' effort the most " intriguing " out of all the Girls Aloud solo efforts . He said that Roberts had potential for success in the United States , comparing the song to the work of such artists as M.I.A. , Robyn and Kelis . He asked readers to imagine that " a young M.I.A. ? mixed with Robyn and band Yelle ? went on a shopping spree to Urban Outfitters , started chanting " L ! O ! V ! E ! " and turned it all into a true summer anthem . " A writer from Popjustice noted that " Beat of My Drum " " hardly happened by accident " but that " it feels really carefree and spontaneous " , explaining " what we mean by that is that you can tell a lot of care and attention has gone into it " .

Dean Piper for the Daily Mirror called the song " fantastic " claiming that Roberts " means business with her debut solo material " , and saying he could not " get enough of the single " , calling it " classic pop , fresh and fantastic . " Michael Cragg for The Guardian compared the chanting chorus to that of Justice vs. Simian 's track , " We Are Your Friends " . He called it both " ridiculously cool and a bit naff " . In response to the general acclaim from critics , Roberts wished that the track would be well received amongst her peers , saying " I haven 't seen one bad review from the single or album samplers ? it seems too good to be true . The response from critics has been amazing . It 's like being at school and being told ? well done ? by the teachers but I want my classmates to like it too . I want the people at home to get something from the record . Then I 'll be doubly happy . "

After the leak of the Madonna track " Give Me All Your Luvin ' " in November 2011 critics such as David Kreps of Yahoo ! and fans alike noted similarities to the track and Roberts own " Beat of My Drum " The comparisons arose after the " cheerleader @-@ style " chorus is heard on the Madonna track as she chants the lyrics " L @-@ U @-@ V Madonna " whilst Roberts track features the lyrics " L.O.V.E / Dance to the beat of my drum / Dance to the beat of my drum . " A writer for the Daily Mirror commented on the comparison calling " Give Me All Your Luvin ' " " a poor variation on Nicola Roberts ? Beat Of My Drum " and negatively commenting on the misspelling of " love " , which Madonna stylised as " l @-@ u @-@ v " .

= = = Accolades = = =

At the end of 2011 , " Beat of My Drum " was voted number 25 on MTV 's 25 Best Songs of 2011 . James Montgomery wrote that the song was a " supremely saccharine single from erstwhile Girls Aloud member mashes together every notable pop moment in recent history , yet somehow manages to be better than the sum of its parts . That 's thanks mostly to the supercharged , sing @-@ a @-@ long chorus , where the whole thing comes together in a head @-@ spinning rush .

She should go solo more often . " The song was also listed on Billboard magazine 's Best Songs of 2011 list at number 14 . " Beat of My Drum " was listed as The Guardian 's 14th best song .

= = Music video = =

= = = Background and development = = =

The music video for " Beat of My Drum " directed by Wendy Morgan , who Roberts described as " focused and passionate " . The singer continued to say that because of this , she felt comfortable with her immediately . The music video and production was featured on the Through Nicola 's Eyes webisodes , in which Roberts stated that she found the production of the music video very stressful . Talking about the experience in an interview with MTV News , Roberts stated that " I 'm nervous and I 'm dreading the night before ... I know I 'm going to be like losing half a stone in weight overnight , so I 'm going to have to get myself into the zone . " Roberts attributed her stress on the set of the video to her time with Girls Aloud , as she had always recorded music videos with four other members ; this was the first time she had performed on her own . This meant that critical responses would only be aimed only at her . During the video shoot , Roberts further discussed the anxiety of a solo career claiming pressure from Morgan was making her feel uncomfortable . During the production , Roberts feared that feeling uncomfortable whilst shooting could have an overall negative effect on the video , explaining " You 've got to be strong and be professional and get through it , obviously enjoy it , but if you feel uncomfortable , you can 't look uncomfortable otherwise it 's not going to work " .

= = = Synopsis and reception = = =

The video opens with two men street dancing in a white hall , with speakers and chairs scattered around . Shots of an audience lead to Roberts walking to a microphone positioned on a stage before she starts lip @-@ synching , wearing a 1970s style outfit . After knocking over the microphone stand , Roberts performs a routine with three female back @-@ up dancers in front of multiple speakers . During the chorus , she dances with the same three dancers , whilst shots of men watching them are shown . Roberts then leads the three women through the hall before they perform a dance section in the bridge of the track . Three men marching in a small white room are shown , leading to a shot of Roberts marching alongside a marching band of drummers . She is then shown in a multi @-@ coloured sweater @-@ dress , stood atop a speaker and surrounded by dancers . Final shots show Roberts producing shapes of letters L , O , V , and E with cheerleaders . The video ends with Roberts casually interacting with her dancers .

A writer from MTV Buzzworthy stated they were " sold " on the concept ; The Daily Mail 's Jessica Satherley also responded well , noting that Roberts ' " adventurous dance moves certainly give her Girls Aloud pal Cheryl Cole a run for her money . " Daily Mail also reported that Perez Hilton liked the video ; in a Twitter comment , he said " I am dancing to the beat of my drum ! ! ! Just heard the song in full and I am LIVING for [Roberts '] new single ! Vid looks HOT too ! ! " .

= = Live performances = =

Roberts performed " Beat of My Drum " for the first time at the 2011 T4 on the Beach in the United Kingdom . After her performance , the singer was asked how she felt it went , saying she had " forgotten what a crowd like that feels and looks like . I try not to get nervous ? I don 't like to think about things too much beforehand , otherwise I worry too much . I like to deal with the situation when it happens . " A beatboxer from Norfolk , Tom Povey , was picked to perform with her on stage after he was seen performing in a London pub . Povey , who performs with the stage name Intensi T , said it was the highlight of his career . Roberts also performed the song on British chat @-@ shows Daybreak and Paul O 'Grady Live .

== Formats and track @-@ listings ==

== Chart performance ==

In the United Kingdom , " Beat of My Drum " debuted at number 27 on the UK Singles Chart , on 18 June 2011 . The following week , the single fell outside of the top 40 to number 64 , and fell to number 88 in its third week . However , the song rose to number 76 in its fourth week , and again to number 50 in its fifth . In Ireland , the song debuted and peaked at number 37 on the Irish Singles Chart on 9 June 2011 , whilst in Scotland the song debuted at number 26 on the issue date of 18 June 2011 .

=== Charts ===

== Release history ==