

= Who 's That Chick ? =

" Who 's That Chick ? " is a song by French DJ David Guetta from the reissue of his fourth studio album One Love (2009) , entitled One More Love (2010) . The song features guest vocals by Barbadian recording artist Rihanna and was written by Kinda " Kee " Hamid , David Guetta , Giorgio Tuinfort and Frédéric Riesterer , with production helmed by Guetta , Tuinfort and Riesterer . It was released internationally as the second single on 22 November 2010 as a digital single , and was also released as a CD single and an Extended play (EP) , the latter of which was released in the United States and contained remixes of the song .

Guetta was asked to produce songs for Rihanna 's fifth studio album , Loud (2010) . After he brainstormed ideas , Guetta conceptualised " Who 's That Chick ? " and played the demo recording to Rihanna backstage at one of her Last Girl on Earth concerts . In an interview with MTV News , Guetta revealed that he thought Rihanna did not like the song on first impressions , but was honoured when she agreed to record it . It was confirmed at a later date by Rihanna that the song would not appear on Loud 's final track list , and that it would instead be included on the re @-@ release of Guetta 's One Love , in which Rihanna appeared as a featured artist . " Who 's That Chick ? " is a dance @-@ pop song and instrumentation consists of synthesizers .

" Who 's That Chick ? " received positive reviews from music critics , the majority of whom praised the collaboration between Guetta and Rihanna as well as its composition . It was described as one of the more interesting songs to be released in 2010 , due to how the song was connection to multiple projects , including a promotional campaign with Doritos and both artist 's albums . The song achieved moderate chart success ; it peaked at number one on the Wallonia singles chart in Belgium , Slovakia , the UK Dance Chart and the US Hot Dance Club Songs chart . It attained top five positions on the singles charts in Austria , Finland , France , Ireland , Norway , Spain and Switzerland . It was less successful on the US Billboard Hot 100 chart , where it peaked at number 51 . Two accompanying music videos were directed by Jonas Åkerlund . A bright and colourful daytime version was shot and used to promote the Doritos campaign , whilst a more dark and sinister nighttime version was shot as the song 's official music video .

= = Background = =

" Who 's That Chick ? " was written by David Guetta , Frédéric Riesterer , Giorgio Tuinfort and Kinda " Kee " Hamid . Production of the song was helmed by Guetta , Riesterer and Tuinfort . In an interview with Akshay Bhansali for MTV News , Guetta explained that the song was originally intended for inclusion on Rihanna 's fifth studio album , Loud (2010) , but that he decided to include it on the re @-@ release of his own album , One Love (2009) , when it did not make Loud 's final cut . Guetta revealed that he was asked to produce tracks for Loud , but did not have anything which he felt would compliment Rihanna . He stated that although two artists want to collaborate and are fans of each other , it does not always come to fruition . However , after brainstorming ideas for what he could produce for the singer , Guetta came up with an idea for a song called " Who 's That Chick ? " , and decided that it was " perfect " for Rihanna .

After he completed the demo , he pre @-@ viewed the song 's instrumental on a French radio station , but did not confirm which artist would contribute vocals . Guetta played the song to Rihanna whilst backstage at one of her Last Girl on Earth Tour (2010 ? 11) concerts , to which Rihanna said " Yeah , I like it . " Guetta confessed that he felt as though the singer did not like it on first impressions and doubted it , but stated that after the concert , the singer told Guetta that she could not stop thinking about the song 's beat whilst she performed , and asked to record it . The final cut of the song was included on One More Love (2010) and Rihanna appeared as a featured artist . Guetta concluded the interview by saying that he felt " honored " to have worked with Rihanna . Prior to the release of Loud , Rihanna clarified via Twitter that " Who 's That Chick ? " was not linked to Loud and that it would not appear on the album .

= = Composition = =

" Who 's That Chick ? " is a dance @-@ pop song , which lasts for 2 : 47 (2 minutes , 47 seconds) . Instrumentation consists of pounding synthesizers . Rihanna 's vocals on the song are technologically processed using the Auto @-@ Tune effect . For the first verse , she " hollers " the lyrics " Feel the adrenaline / Moving under my skin / It 's an addiction " over the heavy synth beat . During the chorus , Rihanna sings " She 's been a crazy dita / Disco diva , and you wonder / Who 's that chick ? Who 's that chick ? / Too cold for you to keep her / Too hot for you to leave her / Who 's that chick ? Who 's that chick ? " , which incorporates heavy usage of Auto @-@ Tune . Robert Copsey for Digital Spy described Rihanna 's vocal performance as " nonchalant vocals feeling colder than an ice pop on a snowy day . "

= = Release = =

" Who 's That Chick " was made available to download digitally in Australia , certain territories in Europe and the United States on 22 November 2010 . In Germany , it was also released as a CD single on 26 November 2010 ; it included the original version of " Who 's That Chick ? " as well as an FMIF ! remix of the song . In the United Kingdom , the song was released as a CD single on 28 November 2010 . In the US , an extended play (EP) was released on 7 January 2011 ; it included a radio edit of the song , a remix by Adam F. , as well as extended and instrumental versions .

In February 2011 , Virgin / EMI label executives asked European radio stations to remove " Who 's That Chick ? " from their playlists because Rihanna had multiple songs on the chart . Due to how Rihanna 's Loud was released at the same time as Guetta 's album , label executives asked radio stations to favor her work instead . In an interview for the Daily Star , Guetta addressed the song being removed from European radio stations playlists , saying " My record label sent letters to all the radio stations asking them to stop playing Who 's That Chick as Rihanna 's album was out at the same time . It was strange because normally record labels ask radio stations to play your music . "

= = Critical reception = =

Robert Copsey of Digital Spy described the collaboration as one of the more confusing releases of 2010 , due to how the song was connected to three different projects , including the Dorito 's campaign and both Guetta 's and Rihanna 's albums . Copsey praised Guetta 's ability to provide a " proper dance @-@ pop stonker " and was complimentary of the its composition . He concluded his reviewing with " It 's a good job , then , that bopping along to this ? and warming yourself up in the process ? is pretty much impossible to resist . " A reviewer for Popjustice was divided on the song 's lyrics ; though he found the line " beating like a disco drum " fantastic , he remained unconvinced by the line , " who 's that chick " , which he labelled as being stupid . Becky Bain for Idolator praised the song for not sounding as " generic " as Katy Perry 's releases " California Gurls " and " Teenage Dream " (2010) . Tom Byron for The Vine compared the song to Australian singer Guy Sebastian 's " Who 's That Girl " and Madonna 's 1987 smash hit " Who 's That Girl " . Madonna and Patrick Leonard , the writers of " Who 's That Girl " , received co @-@ writing credit for " Who 's That Chick " .

= = Chart performance = =

" Who 's That Chick ? " achieved moderate chart success around the world . In Australia , it debuted at number 36 on 5 December 2010 . It peaked at number seven in its eighth week on the singles chart . It was certified double platinum by the Australian Recording Industry Association (ARIA) , denoting shipments of 140 @,@ 000 units . In New Zealand , the song debuted at 28 on 28 November 2010 , and peaked at number eight for two consecutive weeks 10 January 2011 . The song was certified platinum by the Recording Industry Association of New Zealand (RIANZ) , denoting sales of 15 @,@ 000 copies .

In Europe , " Who 's That Chick ? " debuted at number nine on the singles chart in the Wallonia

region of Belgium on 12 December 2010 . It was certified gold by the Belgian Entertainment Association (BEA) , denoting sales of 10 @,@ 000 copies . It peaked at number on the singles chart in its seventh week on 15 January 2011 . The song peaked at number four in Austria on 12 December 2010 . It debuted at number 11 in Finland on 29 November 2010 , and peaked at number five two weeks later . In France , " Who 's That Chick ? " debuted at number six on 29 November 2010 , where it remained in its second week . The song peaked at number five in its third week , where it remained for a further two weeks . The song debuted and peaked at number five in Norway on 29 November 2010 , and remained in the top ten for three more weeks . In Spain , the song debuted at number 11 on 28 November 2010 , and peaked at number five in its tenth week after fluctuating within in the top twenty . The song was certified by the Productores de Música de España (PROMUSICAE) , denoting sales of 20 @,@ 000 copies . " Who 's That Chick ? " peaked at number six in the Flanders region of Belgium on 18 December 2010 , for three consecutive weeks , and number eight in Switzerland . The song was certified gold by the Bundesverband Musikindustrie (BVMI) , denoting shipments of 150 @,@ 000 copies . The song was less successful in Sweden and The Netherlands , where it peaked at numbers 14 and 16 , respectively .

In the United Kingdom , " Who 's That Chick ? " debuted at number nine on the UK Singles Chart on 11 December 2010 . In the same chart issue , two other songs by Rihanna were also in the top ten , " Only Girl (In the World) " and " What 's My Name " , which charted at numbers seven and eight , respectively . With this feat , Rihanna became the fourth act in UK chart history to have at least three songs in the top ten of the UK Singles Chart . " Who 's That Chick ? " peaked at number six on 22 January 2011 . It debuted on the UK Dance Chart at number two on 11 December 2010 . The song spent six weeks at number two , barred by The Black Eyed Peas " The Time (Dirty Bit) " , before it peaked at number one on 22 January 2011 , for two consecutive weeks . The song was certified silver by the British Phonographic Industry (BPI) denoting shipments of 200 @,@ 000 units . " Who 's That Chick ? " peaked at number 51 on the US Billboard Hot 100 chart on 29 January 2011 , and remained on the chart for seven weeks . It peaked at number one on the Hot Dance Club Songs chart and number 33 on the Pop Songs chart . The song peaked at number 48 on the Hot Digital Songs chart . Who 's That Chick ? " ranked at number four on the top 50 best @-@ selling Dance / Clubs Songs of 2011 .

= = Music videos = =

= = = Background = = =

Although " Who 's That Chick ? " was originally intended for inclusion on Rihanna 's fifth studio album Loud , the song 's accompanying daytime video was used as part of Doritos Late Night Campaign . Jonas Åkerlund directed both daytime and nighttime versions for the song , which featured different colors and styles . The daytime video leaked onto the internet on 17 September 2010 , before it was given official release . In a press statement given by Rihanna , the singer revealed how she was exited to work with Doritos on the project , saying : " I 'm really excited about ' Who 's That Chick ? ' and wanted to find a fresh and unique way to share it with my fans ... When I saw how cool the augmented reality performance Doritos created was , I knew this was it . This was the way I wanted to make ' Who 's That Chick ? ' available to the world , and I can 't wait to see how my fans get engaged in this innovative experience . "

In an interview for Just Jared , Rihanna explained how the bright and colorful was more representational of her persona , saying " I 've started to incorporate a lot of different colors into my wardrobe now . I 'm loving that direction . Right now , it feels good and right . It was a cool concept too because it was kind of one side of me and now , it 's evolving into the new colorful stuff that we 've been doing . " In an interview for MTV News , Guetta explained his role in the music video , saying " I 'm DJing from a spaceship . It 's actually really funny , because we shot that in Los Angeles in a place where the used to shoot Star Trek , but like the old ones . And so it 's kind of retro futuristic , you know ? It 's like how people were seeing the future back in the 80s . It has a

sense of humor in the video . " The nighttime version was released as the song 's official music video to download digitally on 1 February 2011 .

= = = Synopsis and reception = = =

Both the daytime and nighttime videos for " Who 's That Chick ? " are the same , however , the former features Rihanna in a " bright and bubbly " setting while the latter depicts a darker scenario . Before the song 's audio begins to play , the video begins with a view of outer space before it cuts to what appears to be the interior of a spaceship . Guetta is then shown to step out of an airlock where smoke surrounds him . Different shots of television screens and other spaceship hardware are shown before Guetta puts a CD into a CD player . At this moment , the song 's audio begins to play . Various video stills of Rihanna sitting down on a chair and surrounded by extras are intermittently shown one after the other . The majority of the video revolves around Rihanna and the extras dancing in a room , while various special effects are incorporated ; Guetta continues to observe the singer 's actions from a control room . In the daytime video , Rihanna wears a colorful outfit , and she wears a black outfit in the nighttime video .

Rap @-@ Up commented that by having the two different videos , it shows that " every good girl has a bad side . " Becky Bain for Idolator described the daytime video as " the super @-@ colorful cheery vid " and the nighttime video as a " macabre Halloween makeover . " In another review of the video , Bain wrote that the daytime version presented Rihanna as " having the most fun she 's had in ages . " Bain continued to praise the creative direction for the video , writing " It 's so refreshing to see RiRi smiling and ready to party after her gun @-@ wielding [sic] , lake @-@ drowning , loving @-@ the @-@ way @-@ you @-@ lie humorless somber phase . " Amy Lee for Metro compared the daytime video 's colorful stylization to Katy Perry 's video for " California Gurls " . Nicole James for MTV Buzzworthy compared the nighttime video 's dark persona to that of Rihanna 's own for " Disturbia " . Chris Ryan for the same publication noted that the daytime video was reminiscent of Rihanna 's video for " SOS " . Ryan also noted that the video bore similarities to Perry 's videos .

= = Track listing = =

= = Credits and personnel = =

Songwriting ? Kinda " Kee " Hamid , David Guetta , Giorgio Tuinfort , Frédéric Riesterer , Madonna , Patrick Leonard .

Production ? David Guetta , Giorgio Tuinfort , Frédéric Riesterer

Mixing ? Véronica Ferraro

Mastering ? Bruno Gruel

Source :

= = Charts = =

= = Certifications = =

= = Release history = =