

= Blow (Kesha song) =

" Blow " is a song by American recording artist and songwriter Kesha from her first extended play (EP) , Cannibal (2010) . The song was released on February 8 , 2011 . It was written by Kesha , along with Klas Åhlund , Lukasz Gottwald , Allan Grigg , Benjamin Levin and Max Martin , with production done by Dr. Luke , Max Martin , Benny Blanco and Koolha . According to Kesha the song 's lyrics are representative of herself and her fans . " Blow " is dominantly an electropop and dance @-@ pop song and is described as a party anthem as it portrays a simple message of having a desire to have a good time at a club .

Critical reception of " Blow " has been generally positive , with most critics praising the song 's hook , opening , and party anthem vibe , though some found the chorus uninspiring and ordinary . Kesha 's vocal work throughout the song was met with mixed reaction : some critics felt that she was both sassy and brash , while other critics felt that her personality was missing from the song . Commercially , " Blow " reached the top ten in the Billboard Hot 100 in the United States and Australia , becoming her sixth consecutive top @-@ ten hit in both countries as a solo artist . The song also reached the top ten in New Zealand , and the top 20 in Canadian Hot 100 in Canada .

The song 's accompanying music video was directed by Chris Marrs Piliero and was released February 25 , 2011 . The video co @-@ stars actor James Van Der Beek , who plays Kesha 's nemesis . Piliero and Kesha came up with the video 's concept and is intended to be simplistic , a video that is cool and random . Reception of the video by critics were positive , with the mid @-@ video dialogue scene 's humor being highlighted .

= = Writing and composition = =

" Blow " was written by Kesha alongside Klas Åhlund , Lukasz Gottwald , Alan Grigg , Benjamin Levin and Max Martin . Production of the song was completed by Dr. Luke , Max Martin , Benny Blanco and Koolha . According to Kesha the line " We ? re taking over " is representative of herself and her fans , which she explained during an interview with Beatweek Magazine , " I love that I say ? we ? re taking over ? in it because my fans and me have started a cult . We ? re misfits of society but we ? ve banded together and we ? re starting a revolution . We are taking over . So get used to it . "

" Blow " is a electropop and dance @-@ pop song that uses a synth infused beat as a backing . The song opens with laughing followed by a command to dance . As the chorus of the song starts in , Kesha 's vocals change into an auto @-@ tuned " stuttering " as she repeats " This place about to blow " four times over an electro beat . During the song 's bridge , Kesha 's vocals change pace into a rap @-@ sing style as she tells her listeners to " Go insane , go insane / Throw some glitter / Make it rain on ' em / Let me see them Hanes . " Kesha uses layered vocals that are enhanced in some parts with the use of Auto @-@ Tune . Lyrically , " Blow " portrays a simple message , described as a party @-@ anthem , the song speaks of having a desire to have a good time at the club . According to Robert Cospey from Digital Spy , the track is of similar character to Benny Benassi 's track , " Satisfaction " (2002) .

= = Reception = =

= = = Critical response = = =

While reviewing Cannibal , Sal Cinquemani from Slant Magazine positively wrote that " Blow " was an undeniable " stuttery club track " . Daniel Brockman from The Phoenix wrote that the song was a " club banger " and that Kesha portrayed a bratty and cultural irritant attitude throughout the song referencing to the line , " We are taking over ? get used to it ! " Brockman commented that the song " sends a shiver down your spine " further complimenting the production of Dr. Luke . Jocelyn Vena from MTV News wrote that the song featured common Kesha elements citing her carpe diem

attitude and grinding beats but noted that the lyrics also portrayed a darker side of Kesha , referring to the line , " We get what we want / We do what you don 't . " Vena also wrote that the song contained a " scream @-@ along party @-@ anthem chorus " . Scott Shetler from AOL Radio felt that Kesha 's lyrical delivery was both sassy and brash . In a separate review from AOL Radio , the song was ranked at position nine on the website 's list of " 10 Best Songs of 2011 " . The review concluded that Kesha 's strongest songwriting skills pertained to party anthems . The review compared the song to previous singles , " Tik Tok " and " We R Who We R " .

Robert Copsey from Digital Spy gave the single five out of a possible five stars . Copsey felt that the song was representative of Kesha , writing the track " sums up everything [Kesha] ? for all her scrubbiness , Auto @-@ Tuning and boozy antics ? is all about . " The song 's chorus was praised in the review with Copsey writing that the song contained a " hooky , robotic and all @-@ round stonkingly huge chorus . " Copsey concluded his review on the song writing that " Blow " was the " Jägermeister of pop singles : sweet , potent and guaranteed to leave you buzzing for hours after . " The A.V. Club editors Steven Hyden and Genevieve Koski were positive of the song , giving it a B and a B + , respectively , with Hyden complimenting its " top @-@ notch bubblegum production " while noting that it was more " safe " than many of Kesha 's other hits . Koski , on the other hand , said that , due to the song 's " big , bold , and bumping production , " it allowed her to overlook Kesha 's usual " trashiness . "

== Chart performance ==

" Blow " was originally released exclusively to the iTunes Store as part of a " Countdown to Cannibal " promotion , and thus originally entered the Billboard Hot 100 on the issue date titled December 4 , 2010 , reaching position 97 and dropping off the chart the following week . After being released as a single , the song re @-@ entered the chart on the issue date titled February 12 , 2011 , reaching a new peak of 96 . The following week the song jumped 30 positions reaching position 66 . The song continued to steadily ascend the charts eventually reaching a peak of seven on the week of March 19 , 2011 . On the song 's peak week it sold 164 @,@ 000 digital copies and was listed at position six on Billboards Hot Digital Songs . Charting within the top ten , the song became Kesha 's sixth straight top ten single as a solo artist . On Billboard 's Pop chart , the song reached a peak of number three . In June 2011 , " Blow " surpassed 2 @,@ 000 @,@ 000 digital copies in the United States . With the song passing two million in sales it became her sixth consecutive single to sell more than two million copies . As of August 2012 , the song has sold over 3 @,@ 000 @,@ 000 copies in the U.S alone , her fourth song to achieve this .

In Canada , " Blow " entered the Canadian Hot 100 on the issue date February 5 , 2011 , at 100 . The following week the song jumped 31 positions to attain position 69 . On its third week " Blow " once again rose this time to position 54 . The song continued to steadily ascended the chart eventually reaching a peak of 12 . In New Zealand , " Blow " entered the charts at position 20 where it became that week 's highest debut . The following week it rose nine positions attaining position 11 . On the song 's third week on the chart " Blow " reached its peak at number eight . The song became her second straight top ten hit and her fourth overall . It has since been certified gold by the Recording Industry Association of New Zealand (RIANZ) for sales of 7 @,@ 500 units . On February 27 , 2011 , " Blow " entered the Australian chart at position 24 . On the issue date of March 13 , 2011 , the song reached position 13 , where it held the spot for two weeks . The following week the song reached its peak at position 10 , becoming her sixth straight top ten single , but her first to miss the top five . It has since been certified platinum by the Australian Recording Industry Association (ARIA) for sales of 70 @,@ 000 units . In the United Kingdom , " Blow " entered the charts on the week of April 2 , 2011 , at position 80 , later peaking at number 32 .

== Music video ==

The music video for " Blow " was directed by Chris Marrs Piliero . The video was released on February 25 , 2011 . Kesha wanted the video to be " different , a video that was cool and random " .

The director , Piliero , came up with the idea for the video 's mythological aspect saying , " I had this idea running in my head with just the idea of unicorns , If I massacred unicorns , they could bleed rainbows . I 'm a fan of violence and I 'm always trying to find a way to make it OK . " While being interviewed Piliero spoke of the collaboration with Kesha , explaining her point of view on the video , " Before we started filming , we had quite a few talks . She was adamant you can 't back away from the crazy ; everything about the idea she loved and she enforced the fact that she wanted to embrace every aspect of it and really go for it , On set , she was having fun . She was like , ' I want to lick a unicorn . ' It was rad working with her because there definitely wasn 't a sense of her feeling awkward about stuff or detached ; no ego . It felt like we had worked together before . "

Opening with the disclaimer " No mythological creatures were harmed in the making of this video " , Kesha appears sitting next to two unicorns pouring champagne while having a conversation on how she was elected to the parliament of Uzbekistan , " So I grabbed the bear by the throat and I looked him right in the eyes , and I said , ' Bear , you have till the count of zero to put some pants on and apologize to the president . ' " The music begins and Kesha makes eyes at James Van Der Beek . After the eye contact Kesha grabs one of the unicorns and kisses him then removes her bra and throws it across the room , Van Der Beek then does the same with his bra , puzzling Kesha as to why he was wearing a bra . The music fades in the background as the two then make their way to the center of the dance floor and exchange words (" Well , well , well . If it isn 't James Van Der Douche . " , " I don 't appreciate you slander @-@ Beeking my name , Ke dollar sign ha . ") before engaging in a gun fight . They begin shooting lasers at one another , killing multiple unicorns . Van Der Beek gets hit in the shoulder and falls . Kesha steps on his arm to stop him from reaching for his gun , as he begs for mercy , which Kesha denies . At the end of the video , it is revealed that Kesha killed Van Der Beek and that she has mounted his head on her wall with the plaque reading , " James Van Der Dead " , as she sits with two unicorns laughing . She then frowns at the camera and it switches to Van Der Beek one more time before the screen goes black .

Willa Paskin from New York Magazine opened her review of the video writing , " Maybe it 's exhaustion , maybe it 's acquiescence , maybe it 's just time , but Ke \$ ha and her whole glam @-@ wasted shtick are starting to charm us . " Paskin felt that Kesha had a great " functioning sense of humor " writing that she " enjoyed her new video " . Peter Gaston from Spin , referring to Kesha , wrote that he was able to " continually find something massively entertaining about this tartlet " and wrote that the video was " provocative " . Rolling Stone 's Matthew Perpetua wrote " You know you 're in for a great video when the very first thing you see is a disclaimer reading " No mythological creatures were harmed in the making of this video . " Perpetua wrote that " Blow " had it all , from unicorns to James Van der Beek and laser gun battles . Becky Bain of Idolator said the video included " the best mid @-@ video dialogue scene in all of music video history . "

= = Promotion = =

" Blow " was performed on television for the first time on April 22 , 2011 , for the Nickelodeon sitcom Victorious , in the episode , " Ice Cream for Ke \$ ha . " The storyline for the episode saw the show 's stars competing in a contest to win a private concert by Kesha . In order to win the contest the cast had to spell out Kesha 's name through letters found at the bottom of ice cream containers . Kesha 's younger brother , Louie also guest starred in the episode . " Blow " was performed live on May 22 , 2011 , at the 2011 Billboard Music Awards . The performance was opened with " Animal " as Kesha sang suspended over the stage in a structure shaped like a diamond . Midway through the performance she dropped backwards into her crowd of background dancers then transitioned into " Blow " . The performance featured glitter cannons and the dancers wore orange unicorn heads .

American rapper B.o.B is featured on an official remix of " Blow " that was released to iTunes on May 17 , 2011 . B.o.B opens the track with a minute @-@ long rapped verse about himself then adds to the song 's dominant party theme , rapping : " Night starts out at the ATM / It probably won 't end til 8 am . " Following this verse Kesha proclaims " We are taking over " , before the track resumes as it normally would without B.o.B 's addition . Scott Shetler from PopCrush criticized the remix for not technically being a remix , rather being just the original song with added verses .

Shetler wrote " the term ' remix ' makes us imagine all the ways the song could be creatively re-arranged . And a fun song like ? Blow , ? with its brash lyrics and skittering beat , holds endless remix possibilities . But this version doesn't substantially improve the original . " He went on to give the song three and a half stars out of a possible five .

= = Formats and track listings = =

Digital download

" Blow " ? 3 : 40

Remix

" Blow " (Remix) (featuring . B.o.B) ? 4 : 31

Germany CD single

" Blow " ? 3 : 40

" The Sleazy Remix " (featuring . André 3000) ? 3 : 48

UK digital EP

" Blow " ? 3 : 40

" Fuck Him He 's A DJ " ? 3 : 40

" Blow " (Cirkut Remix) ? 4 : 05

" Animal " (Switch Remix) ? 4 : 46

= = Credits and personnel = =

Background Vocals - Ke \$ ha

Lead Vocals - Ke \$ ha

Songwriting ? Kesha Sebert , Klas Ahlund , Lukasz Gottwald , Alan Grigg , Benjamin Levin , Max Martin

Production ? Dr. Luke , Max Martin , Benny Blanco , Kool Kojak

Instruments and programming ? Dr. Luke , Max Martin , Benny Blanco , Kool Kojak

Engineering ? Emily Wright , Sam Holland , Chris " TEK " O 'Ryan

Credits adapted from the liner notes of Cannibal , Dynamite Cop Music / Where Da Kasz at BMI .

= = Charts and certifications = =