

= La Mordidita =

" La Mordidita " (English : " The Nibble ") is a song recorded by American singer Ricky Martin featuring Yotuel Romero , from his tenth studio album , A Quien Quiera Escuchar (2015) . It was released on April 21 , 2015 through Sony Music Latin as the third single from the album . The song was written by Martin and Yotuel alongside Pedro Capó , Don Omar , José Gómez and Beatriz Luengo while the production was handled by Rayito and Yotuel . It is an uptempo song with prominent elements of Latin pop and lyrics detailing feelings of lust for a desired person . The song received positive reviews from music critics who praised its blend of many music elements such as salsa , cumbia , and reggaeton . It further received numerous nominations at several Latin award ceremonies . " La Mordidita " was commercially successful across Spain and other countries of Latin America . It reached number six on the US Billboard Hot Latin Songs and number three in Spain where it was certified double platinum .

The music video for " La Mordidita " , filmed in Cartagena , Colombia and directed by Simón Brand , premiered on June 12 , 2015 . It features Martin dancing on the streets accompanied by dancers , models and ballerinas all infected with a " dancing virus " transmitted through a bite . It received positive response from the public , winning the Video of the Year award at the Premio Lo Nuestro 2016 and becoming the singer 's most @-@ viewed video on Vevo . As part of the promotion of " La Mordidita " , Martin made several appearances on televised shows and award ceremonies where he performed the song live . It was also performed live during his One World Tour (2015 @-@ 16) .

= = Background and composition = =

" La Mordidita " was written by Ricky Martin , Pedro Capó , José Gómez , Yotuel Romero and Beatriz Luengo for Martin 's tenth studio album A Quien Quiera Escuchar . Its production was completed by Antonio Rayo along with Romero . Talking about his collaboration with Yotuel , Ricky Martin said in an interview , " It was a very big collaboration being able to work with Yotuel ; a Cuban brother , big producer , composer , someone who I admire and respect a lot " . During the same interview , he talked about the song , saying " It is a coquettish song , it presents a party , union of cultures , it is energetic " . Two remixes of the song were available for digital download ; a Brian Cross remix on June 2 , 2015 and an " Urban Remix " by Zion & Lennox on July 17 , 2015 .

The uptempo song contains musical elements of salsa , cumbia , and reggaeton . Allan Raible from Yahoo ! further found " flamenco @-@ esque propulsion and modern electro and EDM touches " . Marcus Floyd of the website Renowned For Sound felt that the song was reminiscent of the " Latino party vibe " characteristic of Martin 's other songs . Other critics further found influences of African and Latin music in its instrumentation and rhythms . " La Mordidita " contains a soccer chant during its bridge . Rapper Yotuel has a short rap contribution in the song . Lyrically , " La Mordidita " which translates to " The Nibble " in English , talks about the lust felt for a desired person .

= = Reception and accolades = =

Upon its release , " La Mordidita " received favorable reviews from contemporary music critics . Jessica Lucia Roiz of Latin Times praised the track for being " sexy " , " fun " , and " addicting " . Marcus Floyd of the website Renowned for Sound described it as " intense " and felt that musically , it exemplified the " Latino party vibe we love Ricky Martin for " . AllMusic 's writer Thom Jurek picked the song as one of the best on A Quien Quiera Escuchar . Clint Rhode of The Herald @-@ Standard opined that " La Mordidita " is one of the songs on the album on which the singer is " delivering intoxicating rhythms " . Yahoo ! ' s Allan Raible praised the " interesting mix " of musical elements on " La Mordidita " . El Nuevo Día journalist Eliezer Ríos Camacho called the song " pure craftsmanship " and wrote that it was created for dancing with a blend of merengue and La Quebrada @-@ style techno . A writer of Televisa dubbed the track a dance number in which all of Martin 's Latin style is present . He further described it as a fusion of merengue and bachata and added that " it is going to be present on all of the dance floors " . Carolina Cabrera from Starmedia praised the

song for being " full with energy , sensuality and temptation " .

" La Mordidita " received nominations on several Latin @-@ based award ceremonies . At the first Latin American Music Awards held in 2015 , the song received an award in the category for favorite pop / rock song . At the 2016 Latin Billboard Music Awards , " La Mordidita " was nominated in the category Latin Pop Song of the Year , but lost to " Mi Verdad " by Maná and Shakira . It also received a nomination in the Best Latin Dance Track category at the 31st Annual International Dance Music Awards . " La Mordidita " was acknowledged as an award @-@ winning song in the pop category at the 2016 ASCAP Latin Awards .

= = Chart performance = =

Following the release of A Quien Quiera Escuchar in February 2015 , " La Mordidita " debuted at number seventeen on the Billboard 's US Latin Digital Songs chart , with 2 @,@ 000 digital downloads sold . In May 2015 , Martin extended his record for the most top twenty singles on Latin Pop Airplay , when " La Mordidita " jumped 40 @-@ 20 on this chart . In mid @-@ August 2015 , " La Mordidita " earned Martin his twenty @-@ sixth top ten hit on Hot Latin Songs . He became the fourth artist with the most top tens in the 29 @-@ year history of the chart . In late August 2015 , Martin earned with " La Mordidita " his fifteenth number @-@ one on the Latin Airplay chart (up 58 percent , to 11 @.@ 8 million audience impressions) . Eventually , " La Mordidita " peaked at number six on the US Hot Latin Songs chart , number one on Latin Airplay and number seven on Latin Digital Songs . It also reached number one on Latin Pop Airplay , number two on Latin Pop Digital Songs , and number twenty @-@ six on Tropical Songs . On the 2015 Billboard Year @-@ End charts , " La Mordidita " was ranked on the twentieth position on the Latin Airplay , twenty third on Hot Latin Songs , and thirty second on Latin Digital Songs .

" La Mordidita " peaked at number thirteen on the Mexican Espanol Airplay chart and number forty @-@ eight on Mexico Airplay . It was certified gold by the Asociación Mexicana de Productores de Fonogramas y Videogramas (AMPROFON) for shipment of 30 @,@ 000 copies in that country . In Spain , the song debuted at number forty @-@ three on the country 's singles chart for the week of April 26 , 2015 . On the chart issue dated August 9 , 2015 , it reached a peak position of number three , and was later certified double @-@ platinum by the Productores de Música de España (PROMUSICAE) for shipment of 80 @,@ 000 copies . It later emerged as the 25th most successful single in Spain in 2015 . " La Mordidita " also topped the charts in the Dominican Republic and Venezuela .

= = Music video = =

The music video for " La Mordidita " was filmed in Cartagena , Colombia in mid @-@ March 2015 with Simón Brand serving as its director . The first scenes of the clip were filmed at the Casa Museo Rafael Núñez , where Martin was accompanied by Colombian actress and ballet dancer María Cecilia Sánchez . Other scenes were filmed on various local streets in the city . Speaking about the concept behind the video , Brand elaborated that it revolved around Martin spreading a " virus " through a bite , converting the people around him into " sensual and amusing " dancing zombies . He concluded that " basically , we will be spreading the nibble across the city " .

A short teaser for the clip was shown through the YouTube channel of Mexican magazine Quién on June 9 , 2015 . The music video later premiered on the Spanish @-@ language television program Primer Impacto broadcast by Univision on June 12 , 2015 and was released on Martin 's Vevo account shortly afterwards . A behind @-@ the @-@ scenes video was also released on Vevo on June 15 , 2015 . The music video opens with Martin biting the hand of a girl who continues to dance afterwards . She dances inside a house and then goes in the garden , where she bites a gardener 's neck . She continues dancing on the streets and bites a street vendor . The " infected " people go on biting people around them and they all gather behind Martin where they perform dance routines on the streets . During the end they all gather to continue their dance at a party . Yotuel also appears in the video towards the end .

Jessica Lucia Roiz of Latin Times praised the video 's " wonderful " scenery . A writer of Televisa 's website described Martin as " more sensual than ever " . Mandy Fridmann of The Huffington Post wrote that the singer " gives us all of his sensuality in looks , movements and gestures " . La Nación journalist Jessica Rojas found " fun and colorful image sequence of images " . Marie Palma F. of Starmedia felt that the video showed " the taste of Latinos " . The clip for " La Mordidita " became Martin 's most @-@ watched music video on Vevo as of 2015 . At the seventh Premios Quiero in 2015 , the music video for the song was nominated in three categories - Best Video by a Male Artist , Video of the Year and Best Choreography . It won the Video of the Year award at the Premio Lo Nuestro 2016 making Martin the most awarded artist in the history of the award show .

= = Live performances = =

On June 30 , 2015 , Ricky Martin appeared on the Argentinian TV program Showmatch where he performed the song along with " Disparo al Corazón " and " Adiós " . He also performed " La Mordidita " with Yotuel at the 2015 Premios Juventud on July 16 , 2015 as the opening number of the awards ceremony . Yakary Prado of Miami Diario described Martin 's choreography as " shocking " . He also performed it as a medley with " Disparo al Corazón " during the Latin Grammy Awards of 2015 on November 19 . On May 12 , 2016 , the song was performed by Yotuel along with Pedro Capó and Beatriz Luengo at the ASCAP Latin Music Awards . " La Mordidita " was part of Martin 's set list during his One World Tour (2015 @-@ 16) . It was sang as a medley along with Martin 's older songs " Pégate " (2006) , " María " (1995) and " La Bomba " (1998) .

= = Track listing = =

= = Charts = =

= = Certifications = =

= = Release history = =