

= When I Was Your Man =

" When I Was Your Man " is a song recorded by American singer and songwriter Bruno Mars for his second studio album , Unorthodox Jukebox (2012) . Atlantic Records released the song as the third promotional single and as the second official single , taken from the album , to mainstream radio in the United States on January 15 , 2013 . " When I Was Your Man " was written by Bruno Mars , Philip Lawrence , Ari Levine and Andrew Wyatt ; with Mars , Lawrence and Levine credited for composing the song as well .

The pop song is an emotional piano ballad with lyrics describing the heartbreak and regret Mars felt from letting his lover get away , and his expressed hope that her new man will give her all the love and attention that he failed to provide . It features Mars singing and a piano accompaniment as the sole instrumentation . " When I Was Your Man " received mostly positive reviews from music critics , who generally praised Mars ' vocal prowess ; calling it a " vulnerable and emotional ballad " . The song won " Favorite Hit " at the 2013 Premios Juventud and was nominated for Best Pop Solo Performance at the 56th Annual Grammy Awards . " When I Was Your Man " topped the US Billboard Hot 100 singles chart , and reached the top ten on the singles chart of Australia , Canada , Denmark , France , Ireland , Netherlands , New Zealand , Norway , South Korea and the United Kingdom . It was certified quadruple @-@ platinum in Australia and in the US ; while in Canada , it was certified six times platinum . " When I Was Your Man " was the worlds eighth best selling digital single of 2013 , with sales of 8 @.@ 3 million copies ; joining an elite group of the best @-@ selling singles worldwide .

Cameron Duddy and Mars directed the ballad 's accompanying music video . It portrays Mars as a " lonely balladeer " who sits at his piano donned in a pair of sunglasses while setting a half @-@ full glass of whiskey atop it . Critics resoundingly complimented the simplicity of the video 's production . The song has been covered by artists , including Mike Ward , who released a studio version of the song after he performed it on The Voice UK . Ward 's cover peaked at number 60 in the UK Singles Chart . " When I Was Your Man " was also added to the soundtrack of the Brazilian soap opera Amor à Vida . Mars performed the song on The Moonshine Jungle Tour (2013 ? 14) .

= = Writing and production = =

While working on the album , Mars said : " I 'm never singing another ballad again , " but that came from the gut ? it 's the most honest , real thing I 've ever sung , " he says . " When there are no safe bets , that 's when I feel my blood move . " He also shared how important the lyrics to this song are for him when he posted a photograph of Unorthodox Jukebox 's artwork via his Twitter account . " Soon you guys will hear a song I wrote called When I Was Your Man . I 've never been this nervous . Can 't explain it , " he tweeted . Philip Lawrence explained the inspiration of the song : " I think Bruno and I are both huge fans of older music , like Billy Joel and Elton John . We always loved those moments where you can sit at the piano and emote . Those intimate moments when an artist is so naked and vulnerable ; you can ? t help but be drawn to it . We always wanted to find a stripped down song like that , which is how that song came to be . The subject matter was real life ; Bruno had experienced that , so we tried to say it in the best and catchiest way we could . "

" When I Was Your Man " was mixed at Larrabee Sound Studios in Hollywood by Manny Marroquin . Bruno Mars played the piano , while the recording was done by Ari Levine . Charlez Moniz was responsible for engineering the song ; and David Kutch with mastering it .

= = Composition and lyrics = =

" When I Was Your Man " was written by Andrew Wyatt , Bruno Mars , Philip Lawrence and Ari Levine , while production was handled by the latter three production @-@ team The Smeezingtons . Having chord progressions Am @-@ C @-@ Dm @-@ G @-@ G7 @-@ C (verse) and F @-@ G @-@ C (chorus) , the song is written in the key of C Major , with Mars ' vocals range from the low note of G3 to the high note of C5 . The pop piano ballad finds Mars singing about a pre @-@ fame

heartbreak as he regrets letting his woman get away . It starts with a rolling piano riff ; unto a nearly scat " vocal cadence " : " Same bed but it feels just a little bit bigger now / Our song on the radio but it don ' t sound the same " , as he laments the " single state " he created for himself . Next , he sings of his failings ; to do right by his woman , " I shoulda bought you flowers / And held your hand / Shoulda gave you all my hours / When I had the chance " . Its title phrase re @-@ emerges in the final chorus , juxtaposed by Bruno from all the things he " shoulda " done , into things he hopes his ex ' s new man will do ; concluding : " Do all of the things I should have done / When I was your man " . In an interview to Rolling Stone , Mars revealed , while reluctant , that he wrote the song for his girlfriend , model Jessica Caban , when he was worried about losing her . In contrast with the song , Mars and Caban stayed together ; remaining a couple as of 2014 . Mars also said , in the interview , that he finds it difficult to perform the song ; saying : " You 're bringing up all these old emotions again , " and that : " It 's just like bleeding ! "

For Andrew Unterberger of Pop Dust , the song " starts out dangerously close to ' Drops of Jupiter ' territory , but luckily , there are no fried chicken or soy latte lyrics to be found here . " He also noted that , " ' When I Was Your Man ' goes minimal with the musical accompaniment , featuring just Bruno and his piano , sounding halfway between an Alicia Keys ballad and Prince ' s ' How Come U Don 't Call Me Anymore ? ' . " Andy Gill of The Independent called it a " McCartney @-@ esque piano ballad . " Melinda Newman of HitFix thought that the song " sounds like a cross between Stevie Wonder and Elton John , " also seeing " a touch of Michael Jackson " in his delivery . Sam Lansky of Idolator agreed , writing that " while evoking Elton John , the track sounds like it was recorded live in a piano bar , with audible background noise , like the spooling of film on a projector . "

= = Release = =

" When I Was Your Man " was released as the third and final promotional single taken from Unorthodox Jukebox , on December 3 , 2012 . Later , it was reported by Mars that " Young Girls " was scheduled to be the second single from the album . However , a week later , while performing " When I Was Your Man " on a TV show , he announced that it would be the second official single from the album . To confirm the news , Mediabase also published that the song will be soon released to radio stations .

" When I Was Your Man " was released as the second single from Unorthodox Jukebox . Atlantic Records serviced the song to mainstream radio in the United States on January 15 , 2013 . On March 8 , 2013 , Warner Music Group sent the song to mainstream radio in Italy . It was released as a CD single in Germany on April 5 , 2013 .

= = Reception = =

= = = Critical = = =

The song has received generally positive reviews from most music critics . Sam Lansky of Idolator gave the song a favorable review , calling it " an emotional ballad that shows off Mars ' sweet vocals . " Lansky also praised it , naming it " another exceptional offering from Unorthodox Jukebox , which is shaping up to be one of the year ' s best pop releases . " Andrew Unterberger of Pop Dust gave the song a rating of 3 @.@ 5 out of 5 stars , commenting that ' When I Was Your Man ' is " a much more satisfying , less ostentatious ballad than ' Young Girls ' ? though maybe the lyrics are a little too clichéd to result in a classic soul ballad the way Bruno seems to be going for . " However , he praised Mars , which according to him , " nobody puts a song like this over quite like him , and when he hits the big high note on the song ' s bridge , it ' s about as striking a moment as you ' re likely to hear on a pop record this year . It might be a little too perfect to be as devastating as a song like ' Someone Like You ' , but it might be a big hit just the same , and it ' s guaranteed to absolutely slay in a live set . " Melissa Maerz of Entertainment Weekly was positive , writing that " Old @-@

school charm still gets Mars the furthest , and the best thing here is the classic torch song ' When I Was Your Man ' , which finds him at the piano listing all the ways he wronged an ex . ' Caused a good , strong woman like you to walk out my life , ' he cries in his Sinatra @-@ smooth tenor , oozing charm . Maybe he 's a jerk . But he 's the jerk that girl 's going home with tonight . "

Jon Caramanica of The New York Times commented that " The piano tells it all on this song , which is one of the most certain on the album . " Later , he stated , " If this isn ' t the beginning of the Billy Joel comeback , people should lose their jobs . " Jason Lipshut of Billboard wrote that " it will make for a killer lighters @-@ in @-@ the @-@ air moment in concert . Although it 's not quite an Alicia Keys @-@ esque powerhouse , ' When I Was Your Man ' smartly allows Mars to momentarily remove his fedora and bare his soul . " The Arizona Republic 's Ed Masley viewed " When I Was Your Man " as one of Unorthodox Jukebox best tracks and described it as " stripped @-@ down soul " . Jessica Sager of Pop Crush opined that " It ' s a vulnerable look at the ever @-@ smooth Mars , and if it doesn ' t pull at your heartstrings at least a little bit , you might not have a soul . " Jim Farber of New York Daily News wrote that in the ballad , " he matches his bravura performance to a tune stirring enough to inspire aspiring stars on the ' X Factor / Idol ' axis for years to come . " Melinda Newman of HitFix called it a " beautiful piano ballad , " writing that " There ' s not a lot of embellishment , there are no samples and there is not a wasted note . " Sandy Cohen of The Huffington Post wrote that " Mars is at his best on the bare piano ballad ' When I Was Your Man ' . " Andrew Chan of Slant Magazine gave a mixed review for the song , writing that " his melody and lyrics end up sounding as slight as they did before ? an embarrassment for an artist who 's staked so much of his image on sturdy , old @-@ fashioned songcraft . "

== Awards and recognition ==

" When I Was Your Man " won " Favorite Hit " at the 2013 Premios Juventud and was nominated for Best Pop Solo Performance at the 56th Annual Grammy Awards , and for Favorite Song at the 2014 People 's Choice Awards . The ballad was nominated for Break @-@ Up Song at the 2013 Teen Choice Awards . The song was one of the several winners of the 2014 ASCAP Pop Music Awards for Most Performed Song . It was the fourth most played song on radio , the eighth most played on Top 40 and the eighth most played on Adult Contemporary radios , according to Nielsen SoundScan . Mediabase ranked the song as the 15th most played on Top 40 radio stations in 2013 . In the UK , " When I Was Your Man " was the tenth pop track most played in 2013 .

== Chart performance ==

== North America ==

" When I Was Your Man " was released on iTunes as a promotional single , leading the song to debut at number 69 on the Billboard Hot 100 chart . His performance on The Voice , made the song re @-@ entering at number 62 . " When I Was Your Man " entered the top 10 the week of February 13 , 2013 , charting at number 9 , becoming Mars ' 10th top 10 single . At that time , " Locked Out of Heaven " was at number 2 , and thus Mars became the first male artist to place two titles as a lead act in the Hot 100 's top 10 simultaneously since " Grenade " and " Just the Way You Are " doubled up for eight consecutive weeks . On February 27 , 2013 , the song jumped from number 8 to number 3 on the Hot 100 with " Airplay Gainer " honors for a seventh week in a row , tying it with Rihanna 's " Rude Boy " (2010) , T @-@ Pain 's " Buy U a Drank (Shawty Snappin ') , " featuring Yung Joc (2007) , and Beyonce 's " Baby Boy , " featuring Sean Paul (2003) , for the longest streak dating to the award 's 1985 launch . The song reached number 1 on the U.S. Billboard Hot 100 , in its 16th week after being discounted to 69 cents on the iTunes music store , making it Mars ' slowest @-@ peaking single . It also became the second number 1 song in the chart 's to feature exclusively piano and vocals . Mars , Adele and John Legend are the only who have been able to achieve this feat . With " When I Was Your Man " topping the Hot 100 , Mars reached the same mark as Diddy ,

Ludacris , Prince and Lionel Richie . Elvis Presley was the only male who reached five leaders more quickly than Mars . It stayed at number one for one week , before being replaced by P ! nk 's " Just Give Me a Reason . "

On the Radio Songs chart , " When I Was Your Man " peaked at number one , becoming Mars ' fifth number 1 on the Radio Songs . Among men , Mars ties 50 Cent and trails only Usher (seven No. 1s) , Ludacris and Kanye West (six) since the chart 's 1990 start . Mariah Carey leads with 11 Radio Songs No. 1s . On the Mainstream Top 40 chart , " When I Was Your Man " peaked at number 1 , giving Mars the highest total among solo males of number one songs (six) on the chart (only Katy Perry and Rihanna lead all acts with eleven number one 's each) . After an year , Justin Timberlake 's " Not a Bad Thing " passed Mars for most number one songs on the Mainstream Top 40 . The song reached its one million downloads in the United States on February 27 , 2013 . It became the ninth best @-@ selling song of 2013 in the US with 3 @,@ 928 @,@ 000 downloads sold . As of January 2014 , it has sold over 4 @,@ 123 @,@ 000 downloads in the US .

On the Canadian Hot 100 chart , the song was a success in its first week , debuting at number 45 . Later , it re @-@ entered at number 48 . It peaked at number 3 . It was certified four times platinum by the Music Canada , indicating shipment of 320 @,@ 000 copies .

= = = Elsewhere = = =

" When I Was Your Man " peaked at number 2 , in the United Kingdom . The song was certified Platinum by the British Phonographic Industry (BPI) , denoting sales of 600 @,@ 000 copies . On the Danish Singles Chart , " When I Was Your Man " debuted at number 23 on February 15 , 2013 . The song reached a high point of number 4 on March 8 , 2013 , and on March 22 , 2013 , it was certified double @-@ platinum by the IFPI Denmark , indicating streams of 3 @,@ 600 @,@ 000 . " When I Was Your Man " entered the New Zealand Singles Chart at number 26 on January 1 , 2013 . After three weeks the song jumped in the top ten , to number 4 , remaining for two non @-@ consecutive weeks , becoming its highest peak . The single has received a double @-@ platinum certification from the Recording Industry Association of New Zealand , denoting sales of 30 @,@ 000 copies . In Australia , the song debuted at number 44 on the ARIA Charts week of December 23 , 2012 . Later , it jumped to number 21 . In its third week , it dropped to number 29 , however , in its fourth week , the song climbed to number 18 , becoming his eighth top @-@ twenty single in Australia . In its fifth week , the song gave a huge climb to number 6 , becoming his sixth top @-@ ten single in Australia . In South Korea , the song peaked at number 7 on the " International Download Chart " . In 2012 , the single sold 38 @,@ 178 copies and in 2013 it was able to sell 258 @,@ 106 . Overall , the single sold 296 @,@ 284 copies in both years . Worldwide , it was the eighth best selling digital single of 2013 with sales of 8 @.@ 3 million copies As of January 2016 , the song has sold 8 @,@ 9 million copies worldwide .

= = Live performances = =

" When I Was Your Man " was performed live for the first time on the season three finale of US The Voice . Mars performed the song with a piano player and a Hammond B3 player and no stage production except for blue lighting . TJ of Neon Limelight praised the performance , writing that " he poured out his soul as he belted the emotional track with holy @-@ freaking @-@ amazing vocals . " Alexandra Capotorto of Pop Crush praised " his voice , " calling it " as smooth as a baby ? s bottom . " Malachi of The Honesty Hour called it a " showstopping performance . " He also performed the song on Jimmy Kimmel Live ! on January 10 , 2013 . The performance had Mars wearing a Los Angeles Kings hat ; with piano and organ accompaniment . Kat Lee of Pop Crush raved the performance , writing that " Bruno , you cut us to the core ! , " while she also praised his voice , calling it " the star of the show and rightfully so . The vocals on the recorded version of this song are impeccable and his live version on ? Kimmel ? showcases just how talented Mars is . " Kyle McGovern of Spin wrote that " he swells and contracts with every new regret and heartbroken epiphany . " McGovern also stated , " Mars might still be locked out of heaven , but it sounds like he

's getting closer to the angels . " Story Gilmore of Neon Limelight also praised the performance , commenting that " Bruno served nothing but flawless vocals during the performance just as he did when he dropped by The Voice ? s season three finale to perform the song . " " When I Was Your Man " was performed at The Jonathan Ross Show after an interview , on March 3 , 2013 . The song was performed at season five the finale of Let 's Dance for Comic Relief , on March 9 , 2013 . On April 3 , 2014 , Mars performed the song live on The Ellen DeGeneres Show . Carl Willott called the performance " flawless " . On May 26 , 2013 , the single was performed at the Radio 1 's Big Weekend . The song was performed on the show Vivement Dimanche , on April 7 , 2014 . It was the twelfth song of his second worldwide tour , The Moonshine Jungle Tour (2013) .

= = Cover versions and usage in media = =

In 2013 , The Voice UK contestant Mike Ward performed the song during the competition . A studio version of his performance was released and peaked at number 60 in the UK Singles Chart .

" When I Was Your Man " was included on the soundtrack of the Brazilian soap opera Amor à Vida .

Country singer Thomas Rhett recorded a cover of the song as a ' thank @-@ you ' to fans . The song was released for sale on February 3 , 2015 and it debuted at No. 27 on the Hot Country Songs chart and No. 2 on the Country Digital Songs chart .

= = Music video = =

= = = Development and synopsis = = =

The music video of the song was directed by Cameron Duddy and Mars , and was released February 5 , 2013 . The video portrays the taping of a TV special , in which Mars is playing a lonely balladeer on the ivories while sitting in front of a piano with sunglasses donned and a half @-@ full glass of whiskey atop his instrument , wearing a suit with a carnation boutonnière , while he keeps reminding himself of what he could have done to keep his lover . The video is based on 70 's vibe and retro effects . The set and the idea of the video is similar to one used for " Love in the Key of C " , a 1997 Belinda Carlisle minor hit .

= = = Reception = = =

Rolling Stone , called the video " powerful " and a found " the final crescendo reaching a breaking point of true sorrow " . Chris Payne , from Billboard called the music video " somber " . Nicole Sia of Spin praised " the song 's visual " . According to Amy Sciarretto from Pop Crush , " The emotion reverberates off the screen as he sings the lyrics of the song " , adding " The clip has a bit of a prismatic tone to it , but the visuals really are secondary to the simplicity of his playing and emoting " . According to Lansky of Idolator , " the clip , which is basically just Mars ... sitting and singing at the piano ... works " . He continued , " While he certainly could have gone for something a little more high @-@ concept , the clip ? s elegant framing just draws attention to ... the song " .

= = Track listing = =

Promo CD single

" When I Was Your Man " ? 3 : 34

German CD single

" When I Was Your Man " ? 3 : 36

" Locked Out of Heaven " (Cazzette 's Answering Machine Mix) ? 5 : 04

= = Credits and personnel = =

Recording

Recorded at : Daptone Studios in Brooklyn , New York and Levcon Studios in Los Angeles , California ; mixed at Larrabee Sound Studios in North Hollywood , California .

Personnel

Credits adapted from the liner notes of Unorthodox Jukebox , Atlantic Records

= = Charts = =

= = Certifications = =

= = Release history = =

= = = Promotional release = = =

= = = Single release = = =