

= Big Hoops (Bigger the Better) =

" Big Hoops (Bigger the Better) " is a song by Canadian recording artist Nelly Furtado , taken from her fifth studio album , The Spirit Indestructible . It was released on April 17 , 2012 , through Interscope Records , as the lead single from the album . The song was written by Furtado in a collaboration with its producer Rodney " Darkchild " Jerkins . " Big Hoops (Bigger the Better) " is a R & B song influenced by hip hop collective Odd Future and 1990s productions . The track 's lyrics refer to the singer 's life as a teenager , describing her passion for hip hop and R & B music at that time . " Big Hoops (Bigger the Better) " received mixed to positive reviews from music critics , who praised the song 's breakdown but criticized Furtado 's vocals .

The song achieved moderate commercial success , reaching the top thirty in Belgium , Canada , The Netherlands and United Kingdom . In the United States , " Big Hoops (Bigger the Better) " failed to enter the Billboard Hot 100 , however , it charted within the top forty on Pop Songs and reached the top ten on Hot Dance Club Songs . The accompanying music video was directed by Little X , and features Furtado strutting down a city block wearing a giant pair of stilts , as she is joined by dancers throughout the video . To promote the song , Furtado performed it on Alan Carr : Chatty Man , at the 2012 Billboard Music Awards and the 2012 MuchMusic Video Awards .

= = Background = =

" Big Hoops (Bigger the Better) " was one of the first songs that Furtado worked on with producer Rodney Jerkins for The Spirit Indestructible . The singer stated that the song 's instrumentation was influenced by the 1990s hip hop and R & B as a tribute to the music she listened to in her teenage years , also citing inspiration from hip hop group Odd Future 's " dark sound [ing] , heavy and visceral " sound as she tried to recreate a similar style on " Big Hoops (Bigger the Better) " .

The lyrics of " Big Hoops (Bigger the Better) " also concern Furtado 's teenage period , with the singer describing the song 's lyrical content as " my swagger @-@ in @-@ spades , rhyme @-@ writing 14 @-@ year @-@ old self find [ing] liberation through hip hop and R & B attending ' music jams ' in suburban Victoria " . There are references to Furtado 's favourite groups at the period ? such as Salt @-@ n @-@ Pepa , A Tribe Called Quest and Blackstreet , many of whom were produced by Jerkins himself ? and her teenage wardrobe . The song 's title references the hoop earrings she liked to wear . Furtado said that the song describes " a certain unique swagger you have at that young age and that the music gives you , " and that she was " the kid who used to pick up the mic at parties and just rock the crowd , sing my way through the storm and know my voice could penetrate . " The singer stated that as " hip @-@ hop was super @-@ exotic to us in Canada " , she felt that " it was very liberating , finding that confidence through the music " .

= = Composition = =

" Big Hoops (Bigger the Better) " was written by Furtado , with production and additional writing being provided by Jerkins. The R & B song features a sound evocative of the genre in the 1990s , infused with hip hop beats , electropop influences , and staccato percussion . Robbie Daw of Idolator noticed the use of pitch @-@ correcting software Auto @-@ Tune on Furtado 's voice .

Furtado 's manager Chris Smith stated that " Big Hoops " was an attempt to translate Furtado 's versatility as " a free @-@ range artist " , being " free form ; not contained versus a structured typical song . " As an in @-@ joke to Smith 's reaction to when he first heard the track , the song starts with the manager saying " Time release the fresh " , Furtado laughing at the phrase , and Interscope Records A & R representative Thom Panunzio replying ? You ? re 100 percent right Chris . ? The title and intro , during which Furtado chants " the bigger the better " against a bass line , references the character finding strength in the size of her earrings .

= = Release and reception = =

Smith declared that " Big Hoops (Bigger the Better) " was not originally intended as a single , only " a big club banger " , as he and Furtado felt the track 's status as " a song that would be the best of Nelly , Nelly ? s attitude , Nelly ? s freshness " would not be " really about chart positions " . Eventually it became the lead single for The Spirit Indestructible . Furtado stated that the song earned this status because it represented her intentions " to detach myself from all shackles and play freely " as her ambitious younger self was always " pushing the boundaries " . It was released via digital download on April 17 , 2012 , and was released physically in Germany on May 18 , 2012 .

= = = Critical reception = = =

" Big Hoops (Bigger the Better) " has received mixed to favourable reviews from music critics , some of whom compared the vocals on the song to those of Rihanna in songs like " Rude Boy " and " Cheers (Drink to That) " . Billboard 's Maria Sherman wrote that " Big Hoops " is " easily in the running to be one of the best summer club anthems of the year " , and " if this song doesn 't roll out the carpet for her comeback , nothing will . " MTV reviewer Jenna Hally Rubenstein praised Jerkins ' production and the song 's originality , considering that " Big Hoops " was " unlike anything you 've heard in a hot minute " .

Robbie Daw of Idolator , gave the song a mixed review , criticizing the singer 's " unnecessary Rihanna @-@ esque vocal delivery " while adding that it " isn 't the strongest lead single we 've heard from an album . " Jessica Sager of Pop Crush rated it 0 @.@ 5 out of 5 stars , comparing Furtado 's vocals to the ones of a " child wailing through a cardboard tube . " She also wrote that " Sager also noted that the singer " wants to depart from Loose as well , but she doesn ? t have anything to say beyond getting dressed and having a guy ignore her " and concluded that " the song is more irritating than catchy , and the beat isn ? t strong enough to make many people dance . " Melinda Newman of HitFix deemed the song " It ? s a meaningless little ditty that is all about the military beat and bragging rights . It doesn ? t have enough of a hook to work its way up the radio charts , but will likely do very well in the clubs .

= = = Chart performance = = =

" Big Hoops (Bigger the Better) " debuted at number sixty on the Canadian Hot 100 chart and peaked at number twenty @-@ eight . It debuted at number forty @-@ six on the Belgian Tip Chart , where it reached a peak of number twenty @-@ four . On the Dutch singles chart , the track debuted at number eighty @-@ one and peaked at twenty @-@ six . On the UK Singles Chart , " Big Hoops (Bigger the Better) " debuted at number fourteen , becoming Furtado 's highest charting single since 2006 's All Good Things (Come to an End) . On the North American Billboard charts , the song became Furtado 's first since 2010 's " Night Is Young " to not enter the Billboard Hot 100 . However , " Big Hoops (Bigger the Better) " reached the top forty of the Pop Songs chart and the top ten of the Hot Dance Club Songs chart . Smith felt the underperformance was helped by moving The Spirit Indestructible 's release date , " so there ? s no need to get this thing that supposed to be this club banger intro track and force it up the chart . "

= = Music video = =

The accompanying music video for " Big Hoops (Bigger the Better) " was directed by Little X , who previously worked with Furtado on the video for " Promiscuous " . The video premiered on May 3 , 2012 in Much Music , and on May 7 , 2012 on VEVO .

The video opens with Furtado strolling down a city block wearing a giant pair of stilts . After several outfit changes , Furtado is seen accompanied by Native American hoop dancers , including champion hoop dancer Tony Duncan . The dancers create shapes with their hoops as a giant Furtado towers over the cityscape .

Becky Bain of Idolator wrote that " the singer struts down a city street in a pair of stilts , exuding the

most swag we've ever seen from someone nearly 12 feet tall . Eventually , Nelly grows to Godzilla @-@ esque proportions ? and so does her jewelry . Those really are some big hoops . " Jenna Rubenstein of MTV News wrote that " Nelly 's ' Big Hoops ' video is totally weird and makes no sense . Do we care ? No . Because any gal that can look that hot while on stilts deserves our full respect . "

Two alternate videos were produced : a " lyrics " video and a " Home Made " video , directed by Aaron A and filmed in a parking lot on Sunset Boulevard during the production of The Spirit Indestructible 's album artwork .

= = Live performances = =

In May 2012 , Furtado performed " Big Hoops " on UK show Alan Carr : Chatty Man . Furtado performed the song for the first time in the United States during the 2012 Billboard Music Awards on May 20 , 2012 , and in Canada during the 2012 MuchMusic Video Awards on June 17 , 2012 . It is part of her setlist on The Spirit Indestructible Tour , which started on January 2013 .

= = Formats and track listings = =

= = Credits and personnel = =

Credits are adapted from The Spirit Indestructible album liner notes .

Technical

Recorded and mixed at 2nd Floor Studios , Hollywood , California .

Personnel

Nelly Furtado ? lyrics , lead and background vocals

Rodney " Darkchild " Jerkins ? music , production , vocal production , mixing

Thom Panunzio ? vocals

Chris " Governor " Smith ? vocals

Greg Morgan ? sound design

Matt Champlin ? recording , mixing

Orlando Vitto ? recording

Brandon N. Caddell ? engineering assistance

= = Charts = =

= = Certifications = =

= = Release history = =