

= Promiscuous (song) =

" Promiscuous " is a song by Canadian singer Nelly Furtado from her third studio album Loose (2006) , featuring Timbaland . The song was written by Anthony Motz , along with Tim " Timbaland " Mosley , Furtado and Nate " Danja " Hills . The song 's lyrics , which were penned by Furtado and Clayton , feature a conversation between a man and woman who call each other promiscuous . The overtly @-@ sexual song was released as the lead single from the album in North America in early 2006 , and as the second single elsewhere in mid @-@ 2006 except in Latin America , where the single was released as the third single in late 2006 .

The song was well received by music critics , with some critics calling it the highlight of the album . " Promiscuous " was an international success and it had become Furtado 's first number @-@ one single in the US . It is the first number one by a Canadian female artist since 1998 's " I 'm Your Angel " by R. Kelly and Céline Dion on the Billboard Hot 100 chart . The song also topped the chart in New Zealand and peaked within the top ten on many charts across Europe .

The accompanying music video was directed by Little X , and features scenes of Furtado and Timbaland , in what Furtado describes as a " verbal Ping @-@ Pong game " . Cameo appearances are made by Keri Hilson , Justin Timberlake , and Bria Myles .

The song won the " Best Pop Single of the Year " at the 2006 Billboard Music Awards and received a nomination for the " Best Pop Collaboration with Vocals " at the 49th Grammy Awards , losing to Tony Bennett and Stevie Wonder 's " For Once in My Life " .

= = Background and writing = =

The lyrics of " Promiscuous " describe the two sides of the relationship that the song 's protagonist deals with . It was one of the first songs Furtado wrote with labelmate Timothy " Attitude " Clayton . Furtado called their teamwork something she " had never done before " because she saw the writing process as " extremely freeing " because of his different approach and style . Clayton helped Furtado experiment with interpreting the " promiscuous girl " character and the two @-@ sided relationship she is in . Furtado also described that in the process of writing lyrics " we were actually flirting , which is why the song is so playful " and that she and Clayton nicknamed the song ' The BlackBerry Song ' , because everything we say in the song you could text @-@ message to somebody " . Because of the preponderant musical influence of artists such as Talking Heads , Blondie , Madonna , The Police and Eurythmics , whom producers Timbaland and Danja listened to during the writing of the album , " Promiscuous " takes inspiration from pop music of the 1980s . The sexuality was based on the " strong women in control " of the 1990s , such as Queen Latifah , MC Lyte , Yo @-@ Yo , Salt @-@ n @-@ Pepa and TLC .

The reference to basketball player Steve Nash in the song 's lyrics led to speculation that he and Furtado were romantically involved , but both deny the link with Nash commenting , " I 'm flattered that she put me in her song , but I 'm completely in love with my wife and two little baby girls " . Furtado decided to include him because she and Nash are both from Victoria , British Columbia , and due to frequent citations of basketballers in songs , she decided to " give him the props " . In one of the verses Timbaland introduces himself as Thomas Crown . The Thomas Crown Affair is a film about wealthy businessman who plays a cat @-@ and @-@ mouse / flirting game with an insurance investigator . Timbaland only performed the song live on special occasions , such as Furtado 's appearance on Saturday Night Live , and the 2006 MuchMusic Video Awards . Starting with Furtado 's show at the 94th Grey Cup on 19 November 2006 , and extending into the Get Loose Tour , Timbaland 's part is filled in by Canadian rapper Saukrates .

= = Critical reception = =

" Promiscuous " received positive reviews from music critics . Rob Sheffield of Rolling Stone considered it a highlight in Loose . Timbaland 's appearance received particular praise , which added Furtado 's " high @-@ school musical vocals " over his eighty beats according to Sheffield .

The New Yorker considered it " a playful update " of Janet Jackson 's " Nasty " , using " a heavier and darker rhythmic bed . " AllMusic reviewer Stephen Thomas Erlewine compared it to " vintage Prince " , citing " Promiscuous " as a highlight of Furtado 's makeover .

However , Erlewine believed that no matter how much Furtado sings about sex , she does not sound sexy and does not " generate much carnal heat " . IGN 's review considered the song " simultaneously annoying and yet catchy beyond belief " and listed as one of Loose 's " Definitely Downloads " , Pitchfork Media called it " one of the best vocal performances of [Timbaland 's] career " , and Billboard called the duo of Furtado and Timbaland " a surprisingly good match " . The song was also included in three lists of best songs of 2006 : fourth on Blender , sixth at The Village Voice 's Pazz & Jop , 56th on Rolling Stone , and 80th on Pitchfork .

On 4 December 2006 , " Promiscuous " won " Best Pop Single of the Year " at the 2006 Billboard Music Awards , beating Daniel Powter 's " Bad Day " and Sean Paul 's " Temperature " . The song was nominated for the " Best Pop Collaboration with Vocals " at the 49th Annual Grammy Awards , losing to Tony Bennett & Stevie Wonder 's " For Once in My Life " .

= = Chart performance = =

In Canada , the single 's music video debuted on MuchMusic 's MuchOnDemand after an interview with Furtado on 8 May 2006 . On 4 May 2006 , " Promiscuous " debuted inside the top five on the Canadian Singles Chart , and on 1 June , it became Furtado 's first Canadian number @-@ one single . It spent twenty @-@ five weeks on the singles chart , and returned to number two after the commercial release of Loose , but was the year 's shortest @-@ running number @-@ one single . " Promiscuous " charted at number one on the Canadian Digital Chart and was the most successful single release in her home nation since " I 'm Like a Bird " (2000) . In April 2008 , the Canadian Recording Industry Association (CRIA) began certifying ringtone sales , and " Promiscuous " was included in its debut list , having sold 120 @,@ 000 copies in Canada . The single was also previously certified 3 Platinum in January 2007 for digital download sales , denoting sales of 60 @,@ 000 copies .

In United States , " Promiscuous " debuted at number sixty @-@ four on the Billboard Hot 100 for the week of 20 May 2006 . On 8 July it topped the Billboard Hot 100 , becoming her first number @-@ one single . It spent six weeks at the top spot and was replaced by Fergie 's " London Bridge " . It reached the top position on Billboard Pop Songs and Hot Dance Club Play chart . " Promiscuous " reached number twenty @-@ two on the Billboard Hot R & B / Hip @-@ Hop Songs and number thirty @-@ six on Hot Latin Songs chart . The song was certified platinum by the Recording Industry Association of America (RIAA) for sales of 1 @,@ 000 @,@ 000 digital copies . It also made number three on the Billboard Hot 100 year @-@ end chart and number forty @-@ four on the decade @-@ end chart . As of August 2009 , the song has so far sold over 2 @,@ 504 @,@ 000 digital downloads in the United States .

Outside North America , " Promiscuous " performed well . The song debuted at number five on the Australian ARIA Charts and peaked at number two in its third week . It was her first top five hit since " I 'm Like a Bird " (2000) and was certified platinum by the Australian Recording Industry Association (ARIA) for the sales of 70 @,@ 000 digital copies .

" Promiscuous " debuted at number thirty @-@ three on the New Zealand Top 40 on 10 July 2006 . It topped the chart in its third week and became her second number @-@ one single after " Turn off the Light " (2001) . It remained the top spot for five weeks and was certified gold by the Recording Industry Association of New Zealand (RIANZ) .

In Europe , " Promiscuous " became a commercial success , peaking at number five on European Hot 100 Singles . The song debuted at number fifteen on the UK Singles Chart and peaked at number three the following week . It spent a total of fourteen weeks on the chart . On 31 December 2006 BBC Radio 1 reported that " Promiscuous " was the thirty @-@ eighth highest selling single in the UK in 2006 . The single re @-@ entered the UK Singles Chart at number sixty @-@ six in January 2007 due to the The Official UK Charts Company 's new rules . It performed moderately in others European countries , less than the next singles , it topped the chart in Denmark and was

within the top five in Finland , Hungary , Ireland , Norway and Slovakia . It missed to reach the top ten in Austria , France and Sweden .

= = Music video = =

The song 's music video was directed by Little X and features cameo appearances by Keri Hilson , Bria Myles , Sean Faris and Justin Timberlake . It does not follow a storyline and per Furtado 's request , focuses on scenes with dancing and flirting because she wanted to recreate the song 's indicative vibe , and took the opportunity to film a club video for the first time . Furtado said of the video , " It 's that whole dance that goes on . There 's that mystery there , the fun , playful sexiness , the verbal Ping @-@ Pong game " . Furtado and Timbaland cannot decide whether they want to begin dating or instead flirt with others on the dance floor . Their single performances are intercut with several scenes of a dancing crowd , and the lighting changes between blue , green , red , and yellow colors .

" Promiscuous " premiered on MTV 's Total Request Live on 3 May 2006 , where it reached number one after spending twenty @-@ one days on the countdown . After its debut on MuchMusic 's Countdown , it ascended to number one for the week of 28 July 2006 . At the 2006 MTV Video Music Awards , it was nominated for the Best Dance , Female and Pop Video Awards . The video was parodied by MADtv in a segment entitled " Syphilis Girl " ; in the video , Furtado (Nicole Parker) is comically portrayed as having given Timbaland (Jordan Peele) the sexually transmitted disease , as well as on YouTube by the comedic group Train of Thought Sketch Comedy , where the video is parodied by troupe member Kaci and features a puppet version of Timbaland .

= = Track listings = =

= = Personnel = =

Credits are adapted from the Loose liner notes .

Nelly Furtado ? lyrics , lead vocals , background vocals

Timbaland ? lyrics , lead vocals , producer , drums , keyboards

Nate " Danja " Hills ? producer , drums , keyboards

Demacio " Demo " Castellón ? engineering , mixing , recording , additional programming

Marcella " Ms. Lago " Araica ? additional recording

Jim Beanz ? additional background vocals , vocal production

James Roach ? second engineering

Kobla Tetey ? second engineering

Ben Jost ? second engineering

Vadim Chislov ? second engineering

Timothy " Attitude " Clayton ? lyrics

Recorded at The Hit Factory , Miami , Florida

Mixed at Thomas Crown Studios , Virginia Beach , Virginia

= = Charts and certifications = =

= = Release history = =