

= Let 's Get Down (Bow Wow song) =

" Let 's Get Down " is a song by American rapper Bow Wow , released on June 24 , 2003 as the first single off his third album Unleashed (2003) . The song was written by Shad Moss , Phalon Alexander , Rahman Griffin and a then @-@ unknown T.I .. It was produced by Jazze Pha and features rapper Birdman under his alias " Baby " . It 's the first song to be released by Bow Wow without the " Lil ' " moniker in his name after making his film debut in 2002 's Like Mike and releasing his cover of " Basketball " for the film 's soundtrack . Bow Wow said that following the name change , he wanted to do the same with his music by contributing more into the songwriting process of the album and release a single that matched his new image .

" Let 's Get Down " garnered a positive reception from critics who credited Bow Wow for displaying some maturity in his music . It peaked at number 14 on the Billboard Hot 100 , his highest charting single on that chart until 2005 's " Like You " and " Let Me Hold You " . It also peaked at numbers 6 , 8 and 12 on the Hot Rap Songs , Rhythmic Top 40 and Hot R & B / Hip @-@ Hop Songs charts respectively . A music video by Bryan Barber was made to promote the single that features Bow Wow getting his driver 's license .

= = Background and development = =

In 2002 , after finishing production on his debut film Like Mike and releasing his cover of " Basketball " for the film 's soundtrack , Bow Wow dropped the " Lil ' " moniker from his name completely . In an interview with MTV , he said he wanted to distinguish himself from the other rappers who had the word in their moniker :

" All these Lil ? rappers , I ? m just kind of getting real irritated by it . I said , ' You know what ? Drop the Lil ' . Forget it . I ? m Bow Wow . ' Besides , I ? m growing up , I ? m not little anymore . [I just decided] two weeks ago . I really got irritable . It ? s all these Lil ? cats , forget it . I ? m Bow Wow now . Everything is just ' Bow Wow , ' no ' Lil ' Bow Wow . ' "

" Let 's Get Down " was produced by Jazze Pha , who previously did production for other rappers like Erick Sermon and Ludacris . The song was written by Shad Moss , Phalon Alexander , Rahman Griffin and Clifford Harris (aka then @-@ unknown T.I.) . Donnie Kwak of Vibe described the song as a clone of Baby 's " Do That ... , " with " youthful flirting replacing sleazy come @-@ ons . " In an interview with Billboard , he commented on wanting to make an impact after changing his name and wanting to work with rapper Baby , saying that he was looking for a single that would grab people 's attention and that Baby 's inclusion almost didn 't happen but then changed his mind to work with him on the song .

In a September 2003 interview with website Whudat , T.I. talked about his contribution to Bow Wow 's third album Unleashed and the song itself :

" Yeah this time around I wrote some songs for him . Even on the single , ' Let 's Get Down ' . I wrote the third verse and the hook . Usually how we did it was [Jazze Pha] he 'll write one verse , Bow Wow would write one verse , his homeboy Rocka would write one , and I 'd write a verse and come up with the hook . "

In a 2009 interview with HipHopDX , Bow Wow commented on how getting T.I. to ghostwrite for him on his third album didn 't tarnish his credibility as a rapper , saying that he learned about the songwriting process by contributing about 85 percent to the album while T.I. wrote a full song and a couple verses to a few tracks .

= = Critical reception = =

" Let 's Get Down " received a positive reception from music critics . Rashaun Hall of Billboard praised Jazze Pha 's production and Bow Wow for maturing as an MC . He added that , " [w] hile Bow Wow 's more mature stance suits him well , it will be interesting to see how his younger fans and mainstream R & B radio react to the teenage MC 's new image . Either way , Bow Wow has proven that his act is no child 's play . " Steve ' Flash ' Juon of RapReviews was also positive

towards the song saying , " Annoying bird calls aside , it is a catchy song about Bow Wow trying to catch a little punani . " In 2004 , it won an award in the R & B / Hip @-@ Hop category at the SESAC 2004 New York Music Awards , along with the second single " My Baby " .

In 2013 , Complex added the song in its list of nineteen great songs made by teenage rappers in the last 19 years . Complex editor Kyle Kramer said " Not only did he have girls trying to get at him , he was boasting of his prowess with the ladies in a PG tone and a teen 's voice , which makes a line like ? I 'll find me another one , more interesting more fun / The man has just begun ? even colder . With a T.I.-esque flow , paired with a killer , clattering faux @-@ Neptunes beat courtesy of Jazze Pha , the kid , the self @-@ proclaimed ? Mr. 106 and Park , ? was unstoppable . "

= = Chart performance = =

" Let 's Get Down " debuted at number 90 on the Billboard Hot 100 for the week of July 5 , 2003 . Six weeks later , it entered the top 40 at number 30 for the week of August 16 , 2003 . It peaked at number 14 for the week of September 20 , 2003 and was present on the chart for a total of seventeen weeks . This gave Bow Wow his third top 20 hit and highest charting single on that chart until 2005 's " Like You " and " Let Me Hold You " . The song was also Birdman 's fourth top 40 hit on that chart (his third as a featured artist) . It peaked at number 12 on the Hot R & B / Hip @-@ Hop Songs chart , number 6 on the Hot Rap Songs chart and number 8 on the Rhythmic Top 40 chart . The song charted in Australia , debuting at number 50 for the week of October 27 , 2003 before leaving the next week .

= = Music video = =

Directed by Bryan Barber , the video takes place at the Atlanta DMV where Bow Wow is getting ready for his driver 's test . Birdman plays his driving instructor and gives him tasks that need to be completed . Intercut are scenes of Bow Wow attracting the attention of various women . It ends with Bow Wow getting his picture taken for his driver 's license . Jazze Pha makes a cameo appearance . The video made its premiere on June 30 , 2003 .

In an interview with MTV , Bow Wow explained how the video relates getting a driver 's license to being able to attract women : " The concept of the video is that I go to the DMV to get my license . I get in the car and Baby ? s my instructor . We ? re in Atlanta taking a tour [and] Baby is like , ? Bow , pull over . Tell this to shorty . ? He tests me on my speaking game with the ladies . A normal DMV person would be testing you on your right turn , [saying] ? check your mirrors . ? Me , I was tested on did I spit game to the girl correctly . "

= = Formats and track listing = =

= = Credits and personnel = =

Credits adapted from the liner notes of Unleashed .

Recording

Recorded and mixed at PatchWerk Studios , Atlanta , GA

Personnel

Jazze Pha ? producer

Josh Butler ? recording engineer

Steve Fisher ? recording engineer , assistant mix engineer

Cory Williams ? assistant recording engineer

Leslie Brathwaite ? mix engineer

Charles Pettaway ? guitar

Tameka " Tiny " Cottle ? background vocals

Rahman " Rocky " Griffin ? vocal arrangements

== Charts ==