

= Eat You Up =

" Eat You Up " is a song recorded by South Korean recording artist BoA for her twelfth studio and debut English eponymous studio album (2009) . It was released on October 16 , 2008 in Japan as the lead single from the album . The song was written by Remee and Thomas Troelsen , while production was handled by Henrik Jonback . The song was BoA 's first attempt into the Western market , particularly North America . Musically , the track was described as an electronic dance song with elements of R & B.

Upon its release , " Eat You Up " garnered positive reviews from music critics . Many critics commended the song 's electronic and dance @-@ infused composition , and praised the song 's commercial appeals ; they also felt it was a choice to release through Western markets , and felt BoA 's English skills had improved . It was successful on the US Billboard Dance Club Songs chart , peaking at number eight and staying in the chart for 12 consecutive weeks .

Two music videos were created for the single ; the first had BoA dancing in ballet recital with back @-@ up dancers , whilst the second has her dancing in a utopian @-@ inspired planet . BoA performed the single during several of her concerts , including her Nowness and Who 's Back ? concert tours . Since its release , the song has received several recognitions and has been listed on several best lists by Eastern and Western publications . " Eat You Up " is one of the first songs by a Korean artist to be produced and written by Western producers , and is recognized as a key factor to the Korean Wave movement .

= = Background and composition = =

In January 2008 , publications in South Korea reported that BoA was planning on her North American debut . However , the head of BoA 's label SM Entertainment , Lee Soo Man , denied the claims , saying that BoA was continuing work in Asian markets . South Korean publications started to surface once again about her North American debut , after SM Entertainment announced their US subsidiary label . On September 2 , 2008 , SM Entertainment officially announced BoA 's North American debut under their subsidiary label . Ten days later , a press conference was held at the Seoul Imperial Palace Hotel to further clarify her plans . During her press conference , SM Entertainment announced that a song entitled " Eat You Up " was chosen as her debut English single . " Eat You Up " was first released on Japanese radio stations Tokyo @-@ FM and JFN 38 Station on October 16 . It was originally set for release on October 14 , 2008 in the US , but was then pushed back to October 21 , 2008 .

" Eat You Up " was written by Remee and Thomas Troelsen , while production was handled by Henrik Jonback . It was programmed and contained background vocals by Troelsen , while mixing was handled by Anders Hvenare . Musically , the track was described as an electronic dance song with elements of R & B and pop music . Victoria Goldenberg from Purple Sky Magazine noted the songs " combination of grimy rhythms and staccato singing with the most melodic development of any track on the album . " Majority of the songs composition , including the use of synthesizers and keyboards , have been processed through a reverse filter . The use of drum machines was overlapped after the reverse filter was used on the demo version , and was mixed after its completion .

= = Critical reception = =

" Eat You Up " received positive reviews from most music critics . Patrick Sullivan from AllMusic was positive in his review , labelling it a " catchily electro " song ; Sullivan highlighted the song as an album stand out track , while David Hickey from the same publication selected the song as one of BoA 's best career moments . Staff members from Idolator listed the songs parent album on their " 13 Great Pop Albums That Were Overlooked and Underrated In Their Time " list . Reviewing the album , Bradley Stern highlighted the song as one of the best tracks and stated that the material " deserves so , so much more than the dust it was dealt . " Victoria Goldenberg from Purple Sky

Magazine selected the song as the album 's best track . A staff member from CD Journal was positive in their review ; They commended the commercial appeal for its North American release , and praised the mixture of R & B and electronic music musical elements .

A reviewer from Selective Hearing was positive in his review . They praised the production and BoA 's English pronunciation , stating " The production as a whole has a bit of an edge to it which is a slight departure from the typical BoA song but it works ... Her pronunciation is miles above the English in her older songs . Her vocals are as strong as ever and even when the vocal effects are laid on thick her voice doesn't get drowned in them . You can still hear her clearly . " Overall , the reviewer felt it was a great debut track for the North American audience . Asian Junkie member Random J reviewed the song on his personal blog site , and his response was mixed . He felt the song was " boring " and " bog standard " upon its release . However , he stated , " But in comparison to the rest of the album , the song is actually rather decent and a highlight . A definite grower . "

== Accolades ==

" Eat You Up " was ranked at number six on Spin 's " 21 Greatest K @-@ Pop Songs of All Time " list ; they said , " Though ? Eat You Up ? didn't take upon arrival , it's hard to hear why a pop offering this muscular (it's got a chorus like a Clydesdale) couldn't put a dent on American charts right this second . " The song was recognized by Michael Fuhr , who wrote the book Globalization and Popular Music in South Korea : Sounding Out K @-@ Pop , as one of the first songs by a South Korean artist to be handled by Western and European artists . It was ranked at number 12 on Koreaboo 's Introduction to K @-@ Pop list . It was ranked at number six on BuzzFeed 's 21 Greatest Korean Pop Songs Ever list . It was ranked at number two on Allkpop 's seven greatest North American debuts .

== Commercial response ==

Because of its digital release , it was ineligible to chart on Japan 's Oricon Singles Chart , making it BoA 's first single to not chart there since her 2005 single " Girls on Top " . Despite its online success throughout several digital retailers in North America , it has failed to chart on the US Billboard Hot 100 or the Bubbling Under Hot 100 Singles chart , or the Canadian Hot 100 . The single charted on US Dance Club Songs chart ; it debuted at number 42 and peaked at number 27 for the week ending December 27 , 2008 . It was present for seven weeks , before it reached its peak position of eight on the week end of February 7 . It fell to number 15 the following week end of February 14 . It slipped outside the top 20 on the week end of February 21 , and spent its final week at number 22 on the week end of February 28 . The song was present for 12 weeks on the chart . It remains her only top ten single on the Dance Club Songs chart , her only top ten in any US Billboard chart , and her longest charting single . As of May 2009 , Nielsen Soundscan confirmed that " Eat You Up " has sold over 28 @, @ 000 units in the United States .

== Music videos ==

Two music videos were filmed for the single ; a North American version directed by American director Diane Martel , and an Asian video by Korean director Eun Taek Cha . Due to heavily speculation of its premiere , SM Entertainment revealed that they planned on using both music videos to promote the single under the titles Version A (North American video) and Version B (Asian video) . They said they never intended to use the Version A for Asia and Version B for North America , as they only labelled the videos as Version A and B. The North American video premiered in Japan on Mega Hits on October 17 , 2008 . Both videos were choreographed by Misha Gabriel and Flii Stylz respectively . The background dancers for both music videos are Nick Bass , Kenny Wormald and Trent Dickens .

The North American video starts with BoA standing in front of a window in a high @-@ rise building , showing close @-@ ups of her . The verse starts with her and backup dancers dancing on a

deserted planet , with inter cut scenes of her singing in the high @-@ rise building . The second verse shows her singing to the male lead interest , with inter cut scenes of her singing the second verse in a snow globe setting . She sings the bridge while dancing on the planet with her dancers with closeup scenes of her as well as a clip of the sun rising . The final chorus shows BoA dancing by herself with a wall of graffiti behind her as well as the deserted planet during the daytime as it is becoming more violent with winds blowing about . The video ends with her name BoA being displayed as well as the title of the song " Eat You Up " .

The Asian video starts with BoA turning on a radio which starts the song . BoA starts to sing the song whilst dancing in the hallway of a large house . At the start of the second verse , a girl is doing ballet dancing in front a group of judges . When the chorus starts again BoA and her dancers breaks down the door and proceeds to dance in front of the judges . Due to the intensity of their dancing , they make cracks in the floor and cause a picture to fall from where it once stood . During the bridge , BoA is dancing alone and then switches back and she is dancing by herself in the faces of the judges . During the second chorus , things starts to explode such as a clock that was hanging from the wall , the male judge 's glasses and books start to fall from a bookcase . As the chorus ends most of the remaining windows break , the chandelier falls and a fire starts , which turn on the sprinklers . The video ends with BoA and her dancers leaving , and the room is left in destruction .

Both music videos received positive reviews from critics . Jun Eun @-@ Young , writing in his book The Korean Wave , commended BoA 's sexual image and felt its American appeal made it quite " infamous " . A staff member from Rap Up was positive , commending BoA 's " impressive moves " . Lorna Fitzsimmons and John A. Lent , writing in their book Asian Popular Culture in Transition , commended BoA 's dance moves and found that the directors " collaboration with various US @-@ basec artists clearly shows SM Entertainment 's attempt to recreate an Americanized @-@ localized BoA in the hope of accommodating her US pop customers tastes more easily . " It was ranked at number seven on Eat Your Kim Chi 's Seven Best SM Entertainment music videos .

= = Promotion and legacy = =

A remix of the single featured American rapper Flo Rida , which was slated for a November 2008 release . However , after the single was leaked online , the release was scrapped . BoA performed the song at YouTube 's Tokyo Live concert , and performed in New York City on December 3 , 2008 , as well as the Jingle Ball at the Anaheim Honda Center on December 6 , 2008 . She headlined as a performer for the San Francisco Pride Festival on June 28 , 2009 alongside Solange Knowles and The Cliks . She also performed the song , alongside " Energetic " and " I Did It for Love " . from the self @-@ titled studio album .

BoA performed the song on her Best & USA concert tour . It was later included on the live DVD for her studio album Identity (2010) . The song was performed on BoA 's Identity tour in Asia , where it was included during the first segment . It included on the live album , released on August 18 , 2010 . The song was performed on Here I Am tour in South Korea , where it was included during the first segment . It was included on the live DVD , released on July 2 , 2015 . The song was performed on BoA 's Who 's Back concert tour in Japan , where it was included during the first segment . It included on the live album , released on February 25 , 2015 . The song was performed on BoA 's Nowness concert tour in Japan , where it was included during the first segment .

" Eat You Up " was included on BoA 's double album Best & USA (2009) . " Eat You Up " , and BoA herself , have both been recognized by publications as a factor towards Korean Wave ; a neologism that justifies an immigration of the culture of South Korea into Western market and society . But despite BoA 's attempts to break into the Western market , particularly North America , such attempts did not succeed . Esther Oh , a freelance journalist writing for CNN , stated that BoA and another South Korean recording artist Se7en moved back to South Korea after their U.S. music careers struggled to gain traction . Oh labelled their attempts as " complete flops " .

= = Track listing = =

= = Credits and personnel = =

Credits adapted from the liner notes of the promotional CD .

= = Charts and sales = =