

= Commander ( song ) =

" Commander " is a song performed by American recording artist Kelly Rowland from her third studio album , Here I Am ( 2011 ) . It serves as the project 's international lead single and her debut release with Universal Motown . It was co -@-@ written by American songwriter Rico Love , who described the song as a " fun and aggressive club record " with themes of female empowerment and lyrics with deliberate grammatical errors . French disc jockeys and producers David Guetta and Sandy Vee produced " Commander " with synthesized dance beats that blend R & B with electronica and house music . Rowland and Guetta had previously topped charts around the world with a similar dance production , " When Love Takes Over " , in 2009 . The song was premiered at the 2010 Winter Music Conference and subsequently garnered acclaim from contemporary critics for Rowland 's vocal performance as well as Guetta 's musical production .

Just over a month after release , it topped the U.S. Hot Dance Club Chart and later peaked top ten in the UK and top twenty in Ireland and New Zealand . Entertainment Weekly named " Commander " the number @-@ one summer jam of 2010 and named by Fitness Magazine as one of The Top 100 Workout Songs of 2010 . The song was nominated at the International Dance Music Awards for Best R & B / Urban Dance Track . An accompanying music video was directed by Masashi Muto , and portrays Rowland facing herself in various dance @-@ off scenes . Promotion for the release included performing the song live on BBC Radio 1 's Live Lounge and The Graham Norton Show . The Extended Dance Mix , also produced by Guetta , was released alongside the main single worldwide , whereas the urban remix with American rapper Nelly was released in the United Kingdom and United States .

= = Background and context = =

In 2009 , before Rowland and Guetta collaborated for " When Love Takes Over " , the media reported that Columbia Records and Rowland were to part ways by mutual agreement . However in a 2010 interview with Entertainment Weekly , Rowland stated the decision to leave was not hers : the label ended their contract because singles from the previous record Ms. Kelly did not sell sufficiently well . After the release of " When Love Takes Over " she would go on to fire Matthew Knowles . It has since been suggested Rowland had fallen out with former fellow Destiny 's Child singer Beyoncé Knowles . The media reported that Knowles ' decision to release one more video ( " Why Don 't You Love Me " ) from her album I Am ... Sasha Fierce just before Rowland released " Commander " was unfair on Rowland . These claims would be denied by the singer who said that despite the clip for " Why Don 't You Love Me " airing several days before " Commander " , the media was " making too much of a big deal of release schedules and trying to create a feud where it doesn 't exist . " She also said , " we all came out at the same time and it really doesn 't matter ... I think there 's room for everybody ... There 's Bey [ oncé ] , there 's Ciara putting something out and [ Lady ] GaGa putting something out , but , because we started out together , people are going to say things like that . But I really don 't care , I love her ' til our dying days and that 's all that counts . "

= = Composition = =

= = = Music and lyrics = = =

" Commander " is an electro @-@ house @-@ R & B song , set in a common time signature of 125 beats per minute . It was written by Kelly Rowland , Rico Love , David Guetta and Sandy Vee with deliberate grammar errors such as " there 's no other who do it like I do it " and " you won 't find no lady who does it like I does it " . The lyrics have themes around hair , fashion and competing with other women . Guetta also produced the synthesized dance beats , which is similar to his other production , " Sexy Bitch " . The end portions of the song were compared to some of the works by hip @-@ hop producer Timbaland . Rowland explained that the hook of the song , " Commander " ,

should be associated with dance instead of the military . " When I command you to dance ... I want you moving , you know ? It felt good to have a song that I could express that in . "

= = = Themes = = =

The Daily Star quoted Rowland on the theme of the song . She said " I hope to see women singing the song like they 're in charge . It 's important to know that we are commanders who have the power to shape our own destiny . " Love explained to Rap @-@ Up magazine his view of the song , " It 's just such an aggressive record , it 's a club record , it 's a worldwide international record . She 's stretching her legs out and she 's showing her true vocal ability , she 's like the queen of the night on this record . " Then during the video shoot of the song Rowland said " I feel like I 've finally come into my own , " a reference to the exploration of a new musical sound . " With the sound of dance music getting embraced more , I 'm very excited , seeing how fans have been responding to the music . Dance music is more of a European thing , but I 've been looking on Twitter and seeing fans ( in different parts of the country ) talking about playing ' Commander ' . " She said working with Guetta was " amazing " because it is " effortless " and she feels a great sense of " chemistry " when working with him . Rowland felt she was trying something different : " In this generation and this day and time , no one is putting soul in dance music ... no pop artist . I thought maybe that was something I could try . And then it works . " In an interview for MSN Xin Rowland admitted the song was " darker " than her previous material but still fun . " I just thought it 'd be so much fun to be a commander of course . It 's just a statement for me definitely , coming out on my own , filling my space . I 'm happy being a commander " .

= = Release = =

" Commander " was selected as the album 's first single . Rowland said there were initially two songs in the running for the lead single , but " without a doubt we had to go with [ ' Commander ' ] , I just fell in love with it ... It 's definitely a club banger . You know the first time I heard it , I went bananas . " At Pat Field 's Disco Party in New York , she told Universal Music Group executives " I know in my gut that it felt good . Nobody could take my thoughts away from that . I doesn 't need anyone else to tell me it 's good " . The song was released on May 17 and May 18 , to the iTunes Store , in France and the U.S. respectively . The official Extended Dance Remix was released alongside the main single on May 18 , 2010 . In the UK , " Commander " was planned for a June 28 , 2010 release . Love and Rowland would later unveil plans for an urban mix of the song with a slower , smoother sound . American rapper Nelly heard the new version in its early stages and asked if he could be featured on the remix . It was released as part of the UK Remixes EP. as well as the second U.S. remixes EP . The official press from Universal Motown Records on May 19 , 2010 confirmed that " Commander " would serve only as the " international lead single " , leading to speculation another song would be released domestically . This speculation was confirmed when the Ne @-@ Yo @-@ penned , " Shake Them Haters Off " was set to impact on radio stations in the United States . However those plans were changed and on June 29 , 2010 two singles were serviced to impact in the United States . " Grown Woman " was sent to urban / rhythmic radio and " Rose Colored Glasses " for pop radio .

= = Critical reception = =

The song was well received by critics who praised the collaboration between Rowland and Guetta . Robert Copsey of Digital Spy said " It looks as though they 're going to be ruling the airwaves all over again ... After she lulls us into a false sense of security ( " I feel like the DJ is bodyguard / You see the way he keeps me safe ? / With the treble and the bass ? " ) , the track plunges into a pounding electro @-@ house chorus that quite literally orders us to the dance floor ... The result isn 't quite as fresh and inventive as some of Guetta 's recent output ? Kelis ' ' Acapella ' , for example ? but it goes a long way towards recapturing some of last summer 's magic . " The site 's other

reviewer , Nick Levine , agreed saying that the song " thumps as persuasively as Muhammad Ali circa 1967 . " Robert Daw of Idolator said " if you think Ms. Kelly is taking the go @-@ go boots off anytime soon , then you 'd best go lean against the wall , flower . Rowland 's Guetta @-@ produced new single ' Commander ' is pure strobe @-@ light adrenaline rush ... [ it ] will appear on Kelly 's as @-@ yet @-@ untitled third solo album ... we 're predicting a full on Rowland Renaissance ! " . With Alex Catarinella of Paper saying " she belts out soaring vocals , is further proof that she 's no longer the cute teenage girl sharing a chorus . "

Rebecca Nicholson of The Guardian said that before Guetta 's collaborations with Kelis ( " Acapella " ) and Rowland , she felt " [ David Guetta ] was ruining R & B by turning all of my favorite ladies into Euro cheesemongers " . However " Acapella " changed Nicholson 's mind and she said , " ' Commander ' is further evidence of this " . Whilst Fraser McAlpine awarded the song four stars , his review was neither positive nor negative . He said " Singers always like to sing about how brilliantly attractive and astonishing ( and bossy ) they are . Even if the words have a double meaning , which hints that they are merely mouthing the self @-@ regard of a rampant egomaniac , who is laughing and rubbing his hands every time they start to sing , they don 't mind . Why would they ? The song mentions hair , and being better than the other ladies . That 's what singers live for . [ I awarded it ] one extra star for the stoopid grammar switcheroo ... because of the chorus , which rules . " Gavin Martin of The Mirror made similar comments neither praising nor criticizing the song , instead saying it will put her " firmly in control of the dance floor " . Entertainment Weekly named it " the number one summer jam of the year " whilst music station KISS 100 called it fabulous and made it their song of the week for the week beginning May 24 , 2010 . A reviewer from the network said , " Commander is another smash [ where ] ... Kelly 's taking command ! With glamour set to max and drama cranked up to full power ' Commander ' is proof that Kelly means business ! " In Fitness magazine 's 100 best workout songs , " Commander " was named one of the ten best dance workout songs for its bouncy 125 beats per minute composition .

= = Chart performance = =

" Commander " made its U.S. chart debut on May 18 , 2010 ( the day of release ) at No. 36 on the Hot Dance Club Songs chart ; it climbed the chart in subsequent weeks and peaked at the top position for one week in July . It also reached the top ten on the U.S. Hot Dance / Electronic Digital Songs chart , in the issue dated June 26 , 2010 . Jeremy Helligar of ' True / Slant ' offered an explanation of why the commercial prospects for " Commander " were limited in the United States , writing , " the dance music Rowland favors is a bit edgier than the danceable pop that Lady Gaga consistently takes to the top of the charts " .

In the United Kingdom , single and dance mixes were released as standalone downloads on May 17 , 2010 , whilst the song was added to urban music radio and UK 's biggest mainstream station , BBC Radio 1 's C @-@ playlist , that same week . Consequently " Commander " debuted on the UK Dance Singles chart at No. 34 . The following week the song debuted on the UK Singles Chart at No. 167 supported by the song 's ascension to the B @-@ playlists on the UK 's urban music radio station BBC 1Xtra as well as on mainstream radio . Then a week ahead of the remixes EP , " Commander " reached its peak at No. 2 on the UK Dance Chart and No. 9 on the Official Singles Chart as well as reaching the A @-@ playlist on urban radio . It peaked at No. 9 on the UK Download Chart and No. 19 on the ' UK Subscription Plays ' chart , the single was one of Rowland 's longest runs on the UK Top 40 with 16 weeks . The single became Rowland 's third best selling solo single in the UK with 285 @, @ 000 copies being sold as of November 2011 .

It made its Irish debut at No. 24 before peaking at No. 13 . It debuted in Australia on the Singles Chart at No. 64 and has since peaked at No. 61 . It fared better on the Australia Dance Chart , where it peaked at No. 11 . In New Zealand , the song debuted at No. 39 before falling out of the top forty the following week , only to return and peak at No. 16 . In Europe the song reached No. 2 on both the Belgium Wallonia and Flanders Ultratip Charts as well as on the Slovakian Airplay Charts . It reached the top twenty in Norway in addition to the top thirty in Denmark and Sweden .

= = Music video = =

The video was filmed on May 5 , 2010 with Japanese music producer and promo director , Masashi Muto . Muto 's previous work includes " I Will Be Here " for Dutch disc jockey Tiësto , as well as promo clips for Pepsi and Honda . His work is known for its scale , impact and colorful imagery . Love and Guetta make cameos in the video while Fatima Robinson handled the video 's choreography . The Los Angeles Times was one of several media outlets present during the video shoot and were able to release exclusive " behind the scenes " footage on May 10 , 2010 . On June 1 , 2010 an unfinished version of the video was leaked online ; this was addressed on Rowland 's official Twitter account , where she made clear that leaked video was the wrong edit . UK music channels MTV and MTV Base began to play the early version of the video on June 8 , 2010 though , it was not until June 21 , 2010 when the official final version premiered on Rowland 's website .

= = = Concept and synopsis = = =

Rowland stated to Rap Up TV that " the concept of the video is very futuristic and great . The red line in the story is that I am above all the lead but in the club atmosphere with cool people . I fight against myself with my haircut , makeup , and dance moves . " According to Love , in the clip Rowland is transformed into a fashionista , " Kelly 's look in this video is just utterly sexy . It 's like a jungle feel . I feel like we 're in Avatar somewhere , running through the woods , minus the blue paint . " Later one of her outfits was described as an " Avatar @-@ esque bodysuit " . Rowland said " I had to pull out my dancing shoes for this video ! " The video features " Kelly Rowland facing off against herself . The two Kellys start what appears to be a voguing competition on the dancefloor , then are flanked by respective dance teams . " Guetta makes an appearance at the end of the clip he " undergoes a ' Transformers ' -like metamorphosis , turning into a mixer . " Paper magazine described Rowland 's look in the video as " superhero @-@ esque " . Joanna Goh from MSN China said that in the clip " [ Rowland ] sports a new femme fatale image a la the bodysuits and masculine imaging " .

= = = Reception = = =

As of July 6 , 2010 and according to a press release from Universal Motown , the video has received critical acclaim with over two million Vevo views . When Robbie Daw of ' Idolator ' saw the unfinished version of the video compared it to the earlier works of Janet Jackson saying it had " old @-@ school Janet vibe " . Later after seeing the fully finished version he said it was " a colorful , militant dance @-@ off " . The theme , wardrobe , and choreography also drew comparisons to Janet Jackson 's " Feedback " video , with HitFix commenting " Rowland even has Janet 's singular and straight pony tail . " E ! Online 's Natalie Finn also had praise for the video . She said it " takes the themes of the song : taking charge , owning the floor and staying sexy and feminine throughout ... " and " dresses ' em in tight little outfits and turns ' em loose to break hearts and dominate the opposite sex at will . " " The music video is great and it might be a must @-@ spin " according to Martin from Above & Beyond magazine , who praised Rowland 's beauty by saying , " I didn 't know Kelly was that well @-@ equipped from the back but I always found Kelly more attractive than Beyoncé ... I 'm just saying " .

The video was criticized for the absence of story line by critics such as Laura Brooks of ' TeenToday ' , who described the video as " [ an opportunity ] to show off her lovely hair and her thighs " that " also features David Guetta who appears to have remembered at several points throughout the video that he 's left his iron on dashes off to remedy the situation . " Alyssa Rosenberg of The Atlantic agreed , calling the clip " dopey ... with guys who forgot to wash the home dye out of their hair " ( sic ) and the dancing was on @-@ par with sci @-@ fi film Matrix Reloaded . However she did say that " It 's a high @-@ concept understanding of the dance floor , even if it 's not my preferred interpretation of that space . If love and shaking it are war , Kelly seems like she 'd be a pretty decent person to have boss you around in both . " Meanwhile Sound Savvy said " There

's some nice moves and Kelly sports some sexy looks for the clip . ' Commander ' has received CRAZY airplay and the reception has been overwhelmingly positive for this track . I kinda dig the video , but I would 've liked more choreography . "

= = Promotion = =

Rowland debuted " Commander " live at Cathy Guetta 's Fuck Me I 'm Famous party in Miami , as part of Winter Music Conference on March 27 , 2010 . Immediately after the performance she said , " I was nervous and anxious , but when I hit the stage I felt the inner ' Commander ' come to life ! " Then on May 4 , whilst playing a DJ set at a club in Frankfurt ( Germany ) , Guetta premiered his extended remix . Rowland performed " Commander " at KIIS FM 's Wango Tango 2010 Staples Centre ( Los Angeles ) on May 15 , 2010 . International promotion for the song began a week later with live UK debut of " Commander " at BBC Radio 1 's Big Weekend . This was followed up on June 15 with a live performance and interview on The Graham Norton Show and a medley performance on June 25 in Singapore . Rowland has subsequently appeared three more times in the UK on GMTV , an acoustic performance on BBC Radio 1 's Live Lounge ; as well as The 5 O 'Clock Show . " Commander " was performed in acoustic for a second time on Radio 2 's Saturday Sessions with Dermot O 'Leary . In August 2010 the Canadian dance show , So You Think You Can Dance Canada used the song for their season three promotion TV clips . The music was also used in the presentation of delegates and opening number of the live telecast of Miss Universe 2010 in Mandalay Bay , Las Vegas .

= = Track listings = =

= = Credits = =

Recording

Recorded at Gum Prod Studios , Paris .

Personnel

Kelly Rowland ? songwriter

Rico Love ? songwriter , additional vocals , vocal producer

David Guetta ? songwriter , producer , recording , mixing , keyboards and programming

Sandy Vee ? songwriter , producer , recording , mixing , keyboards and programming

Seth Foster ? mastering

Thurston McCreia ? assistant recording engineer

= = Charts and certifications = =

= = Radio and release history = =

= = = Radio adds = = =

= = = Release history = = =

? All releases are via digital download unless otherwise stated .