

= Bizounce =

" Bizounce " is the debut single recorded by American singer Olivia , from her debut studio album Olivia ( 2001 ) . Producers Doug Allen and Joshua Thompson wrote the song in collaboration with Olivia and songwriters David L. Conley , Quincy Q. Patrick , and Juan Magic " Peters . It was released on March 20 , 2001 as the lead single from the album . It is an upbeat , R & B track with lyrics that revolve around dissatisfaction with a relationship and the desire to " bizounce " or leave the partner . In her autobiography , Release Me : My Life , My Words , Olivia revealed her disappointment that " Bizounce " was chosen and released as the lead single because of interference by label executives .

" Bizounce " received primarily mixed reviews from music critics ; some critics praised Olivia 's vocals , image , and its choice as her debut single while others questioned Olivia 's connection with the music . The single was a commercial success in the United States , peaking at number fifteen on the U.S. Billboard Hot 100 and number four on the U.S. Hot R & B / Hip @-@ Hop Singles & Tracks charts . It also peaked at number sixteen on the Canadian Singles Chart . " Bizounce " is Olivia 's most successful solo single , leaving her 2005 collaboration with rapper 50 Cent on " Candy Shop " as her most successful overall . To promote " Bizounce " , she performed it on various television and live shows . She also included the song as a part of the promotional tour leading up the album 's release . The song 's accompanying music video was directed by Marcus Raboy .

= = Background and release = =

After initially attempting to rap under the name " O @-@ Lovely " , Olivia chose to attend Hofstra University and Five Towns College to further her career in music . Olivia said that people would frequently compare her voice to R & B singer Brandy . During her audition for American record producer Clive Davis , she sang the gospel hymn " His Eye Is on the Sparrow " . Musician Joshua Thompson produced Olivia 's demo , and arranged her audition for Arista Records ' executives and Davis . In an interview with Billboard , Olivia said she was signed to the label immediately after the meeting . J Records senior vice president Ron Gillyard described Olivia as " the real deal " , emphasizing her roles as " a songwriter , a singer , and a rapper " . At age 17 , Olivia was the first artist signed to J Records by Clive Davis . Executives from the record company referred to her as " the First Lady of J " . " Bizounce " was released through J Records as the lead single from Olivia 's debut album Olivia on March 20 , 2001 . The release included explicit and " PG @-@ 13 " versions of the single along with a twenty @-@ nine second snippet of the second single " Are U Capable " , and a minute and twenty @-@ two second snippet of the album track " It 's On Again " . The instrumental and " X @-@ rated " versions of the single were released on vinyl . It was written by Olivia , producers Doug Allen and Joshua P. Thompson , and songwriters David L. Conley , Quincy Q. Patrick , and Juan Magic " Peters .

Olivia later described the recording and promotion of " Bizounce " and the album as a learning experience for her future ventures ; she said her time at J Records was : " cut short by the politics of the industry and me not actually taking my career into my own hands " . She said record executives took away her control over the creation of the album because of her youth and inexperience . During the record 's promotion , Olivia described having a good working relationship with Davis , but she called him " extremely controlling " after leaving the label . Olivia claimed that she was forced to be the bad girl while label mate Alicia Keys was promoted as the good girl . In an official statement , J Records ' representatives pointed to Olivia 's credits as a co @-@ writer for a majority of the album as proof of her involvement with the project and maintained : " Clive doesn 't categorize artists as good or bad girls " . In her 2014 autobiography , Release Me : My Life , My Words , Olivia wrote that she disagreed with the record label 's decision to release " Bizounce " as her debut single . Despite saying the single was a perfect fit for the clubs , and one of her favorite tracks from the album , she believed it did not reflect her as an artist . She originally pushed for " It 's On Again " to be the single .

## = = Composition and lyrics = =

According to digital information from Beatport , " Bizounce " is a R & B and funk song composed in the key of G minor . An overview from AllMusic described it as a rap and electronic song with elements of dance and Hi @-@ NRG music . The song 's instrumentation is composed of drums , keyboards , and a bass guitar . AllMusic 's Jon Azpiri praised the contrast between the " brutally frank " lyrics about break @-@ ups and infidelity , and the " seductive " instrumentals , making the single one of the most memorable of 2001 . According to a review in Billboard , Olivia 's vocal performance reflects her hip hop influences and gives the single a " street edge " while its " orchestral tinges " are best @-@ suited for R & B radio .

In an interview with Billboard , Olivia called the single an " empowering women 's song " for inspiring women to leave unfulfilling relationships . She said she wrote it : " for all the people who don 't know how to tell the other person to ' bounce ' " . An article in Vibe magazine noted lyrics , like : " I can 't take this shit no more / Picture frame broken daddy ' cause I can 't trust you / I 'm ridin ' high now / So nigga fuck you " , as creating an impression of Olivia as a " potty @-@ mouth " . NME 's John Mulvey commented that Olivia 's " ruthlessness rather than her vocabulary " was the standout , especially in the lyric : " Shoulda known what you missed at home / Now you 're all alone with no @-@ one to bone " . Mulvey joked that the amount of censorship on the radio edit made Olivia sound " avant @-@ garde " .

## = = Promotion and music video = =

Olivia made appearances on television and on live shows to promote " Bizounce " . Before the album 's release , she performed the single on Soul Train , BET , MTV 's hip @-@ hop video block Sucker Free ( known at the time as DFX ) , and The Source Sound Lab . It was included on the set list for her promotional tour leading up to the album 's release on May 15 , 2001 . Director Marcus Raboy shot the accompanying music video for the single . A review from Billboard praised the video as something that would : " catch the eyes and ears of music fans " . Raboy would later work with Olivia on the music video for the follow @-@ up single " Are U Capable " .

## = = Reception = =

### = = = Critical response = = =

" Bizounce " received mixed reviews from music critics . Mark Bautz of Entertainment Weekly described " Bizounce " as " a saucy hit single " and noted it as one of the album 's highlights . A review in Billboard praised Olivia 's vocals , saying she " has the mouth of a bad girl and the voice of an angel " , and described the single as making her : " a bona fide R & B singer " . SongQuarters ' Paulina Bozek wrote that " Bizounce " established Olivia as a " powerful R & B / rap debutante " . Shaheem Reid of MTV named the single an " anthem for women who are fed up wit their mates " while an article in Vibe magazine opined that it was a " hit heavy on attitude " . Mulvey of NME commended the single as giving a " steely boot to a crap lover " in the style of TLC , Kelis , and Eve as well as being a " vicious kiss @-@ off " and a " boudoir come @-@ on " . The Morning Call 's Len Righi criticized " Bizounce " for being indicative of a negative trend in R & B music , where " the plaintive human voice in the throes of transcendent ecstasy or bottomless hurt is not nearly as important as the right attitude , hip @-@ hop production and clothing " . Righi negatively compared the single to music by R & B singer Aaliyah , saying they both emphasized style over substance .

### = = = Commercial performance = = =

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Tracks chart . The single was Olivia 's highest charting entry on the Hot 100 chart until her 2005 collaboration with rapper 50 Cent on " Candy Shop " became her only number @-@ one single on the chart . Prior to the release and success of " Candy Shop " , Fred Bronson of Billboard viewed Olivia as a one @-@ hit wonder with " Bizounce " being her only previous success . In Canada , the single peaked at number sixteen on the Canadian Singles Chart . As of August 13 , 2003 , " Bizounce " has sold 415 @,@ 000 copies .

= = Formats and track listings = =

= = Credits and personnel = =

Credits adapted from the liner notes of " Olivia " , J Records , BMG Rights Management .  
Management

Tallest True Music / DreamWorks ( ASCAP )

Q @-@ Zik Music / Music Pieces ( BMI )

Melodic Noise / Plaything Music ( ASCAP )

O Lovely Music / Kingmaker Music ( ASCAP )

Recording locations

Music recording ? Tallest Tree Studios ( West Orange , New Jersey ) ; Right Track Studios ( New York City )

Mixing ? Tallest Tree Studios ( West Orange , New Jersey )

Personnel

= = Charts = =