

= Strawberry Bubblegum =

" Strawberry Bubblegum " is a song recorded by American singer @-@ songwriter Justin Timberlake for his third studio album , The 20 / 20 Experience (2013) . It was written and produced by Timberlake , Timothy " Timbaland " Mosley and Jerome " J @-@ Roc " Harmon , with additional writing from James Fauntleroy . " Strawberry Bubblegum " is a mid @-@ tempo pop , R & B and soul song with elements of EDM and ambient . Its music structure received comparison to the works of musicians such as Barry White , Prince and Stevie Wonder .

Music critics were divided on " Strawberry Bubblegum " ; the song 's production was generally praised , but the lyrics were criticized as being cliché . Despite the mixed reactions from reviewers , the song debuted at number 22 on the singles chart in South Korea , upon the release of The 20 / 20 Experience . It also peaked at number 34 and 38 on the UK R & B Singles Chart and US Hot R & B / Hip @-@ Hop Songs chart respectively . Timberlake performed " Strawberry Bubblegum " for the first time on Late Night with Jimmy Fallon on March 15 , 2013 .

= = Writing and production = =

" Strawberry Bubblegum " was written by Timberlake , Timothy " Timbaland " Mosley , Jerome " J @-@ Roc " Harmon , and James Fauntleroy , with production by Timbaland , Timberlake and Harmon . Timberlake arranged and produced his vocals , which were recorded at Larabee Studios in North Hollywood , California . Harmon provided keyboards for the song , while Elliot Ives played the guitar . The track was engineered by Chris Godbey , with assistance from Alejandro Baima , and mixed by Jimmy Douglass , Godbey and Timberlake at Larabee Studios .

= = Composition and lyrical interpretation = =

" Strawberry Bubblegum " is characterized as a pop song by HitFix 's Melinda Newman , an R & B song by Billboard magazine 's Jason Lipshutz , and a combination of slick grooves and psychedelic soul by Arwa Haider of Metro . Jean Bentley of Hollywood.com found the song influenced by electro , while Pitchfork Media 's Ryan Dombal said that it evokes music by Barry White , Sly Stone , and Drake 's " ambient R & B " style . According to Mikael Wood of the Los Angeles Times , the song transitions from a stark electro song to an amiable keyboard vamp comparable to Stevie Wonder 's 1973 song " You Are the Sunshine of My Life " . The song features electronic blips , string movements , and upbeat percussion breaks . Mesfin Fekadu of Times Colonist wrote that the song is " smooth , airy and full of sexual innuendoes , and it transitions into something that 's heaven @-@ like . " Timberlake sings in a falsetto voice and refers to a mature woman as his strawberry bubblegum in the song 's lyrics . Joey Guerra of The Houston Chronicle remarked that the eccentric song recalls the work of Prince . Helen Brown of The Daily Telegraph attributed the song 's relaxing style to how it samples Barry White , while Lauren Martin of Fact found the song to be in the style of Frank Ocean .

" Strawberry Bubblegum " begins with the sound of a stylus dropping on a vinyl record . The line " Hey , pretty lady " is declared by a deep voice , and Timberlake sings " This goes out to you ! " . ABC News reporter Allan Raible wrote that " such a move seems engineered to make gullible teen girls in the audience scream " . The lyrics feature daft double @-@ entendres and are complemented by spoken @-@ word background vocals . MusicOMH 's David Meller wrote that the song 's transition into " ? 70s funk @-@ cum @-@ porno keyboards " is likable , but may seem ridiculous to many listeners . The string loops and the record scratches on the song complete " the faux @-@ vintage " vibe of " Strawberry Bubblegum " . Raible concluded that it attempts to sound like Michael Jackson 's 2002 song " Butterflies " because of its delicate tone . According to Clyde Erwin Barretto of Prefix Mag , " Strawberry Bubblegum " takes its R & B style in a more avant @-@ garde direction , but its second half is more classic @-@ sounding . Craig Manning of the Western Herald said that the first half of " Strawberry Bubblegum " draws from Frank Ocean 's psychedelic style of R & B , while the outro is more comparable to the music of ' NSYNC , Timberlake 's former

group . Jason Lipshutz called the outro " sashaying " and " pleasant " .

Lyrically , Timberlake assures his love interest that they are " making love like professionals " and declares : " If you ? ll be my strawberry bubblegum , I ? ll be your blueberry lollipop " . In addition , he sings about the girl 's many characteristics and sensual qualities , and proclaims that he will love her until they " make it pop " . The Boston Globe 's James Reed wrote that the lyrics are silly , but irresistible , while Sarah Dean of The Huffington Post found " Strawberry Bubblegum " as seductive as its title , but according to her , " if you had too much of it you might end up feeling a little sick " . Additionally , Timberlake sings lyrics about he has " recipe for a good time " . Genevieve Koski of The A.V. Club felt that the lyrics ' sense of humor is somewhat similar to " Pop " by ' NSYNC .

= = Critical response = =

Mesfin Fekadu of the Times Colonist called " Strawberry Bubblegum " an " eight @-@ minute event " and one of the album 's standout songs . Sean Daly of the Tampa Bay Times wrote that the song is " best enjoyed on satin sheets " . Clyde Erwin Barretto of Prefix Mag wrote that " as the name suggests " , the song is " as sweet as it sounds " . Kitty Empire of The Observer wrote that the " surface silliness " of the song " deepens to a feeling of respect a few plays in , when the penny drops , and everything suddenly makes sense " .

Robert Copsey of Digital Spy wrote that while " Strawberry Bubblegum " is musically " rich and rewarding " , the lyrics are " embarrassingly cliché " . According to VH1 's Bené Viera , one would expect a cliché such as " Strawberry Bubblegum " to " fall flat " . He wrote that Timberlake 's falsettos " make it almost cute " to hear a " grown man referring to a grown woman as his strawberry bubblegum " . He concluded that envisioning Timberlake perform on stage at a " small juke joint on Bill Street " is not " far fetched " . Lauren Martin of Fact wrote that " if you ? re going to release an eight minute song with only two verses and a hook " , singing the words " strawberry " and " bubblegum " 34 and 20 times respectively " begins to grate " . Jed Gottlieb of The Boston Herald wrote that " Strawberry Bubblegum " is a " killer vamp " without a " killer change to hook us " .

= = Live performances = =

Timberlake performed " Strawberry Bubblegum " for the first time on Late Night with Jimmy Fallon on March 15 , 2013 . Wearing varsity baseball @-@ style jackets , Timberlake and his backup singers " shook and finger @-@ snapped " through the song , according to Rachel Brodsky of MTV Buzzworthy . " Building upon the performance 's sports theme " , additional backup dancers later joined them onstage in full baseball uniforms . Brodsky suggested that the choice of wearing baseball hats and striped pants could " have something to do with baseball players and their penchant for chewing [bubble] gum " .

= = Credits and personnel = =

Credits adapted from the liner notes of The 20 / 20 Experience .

Locations

Vocals recorded and mixed at Larrabee Studios , North Hollywood , California

Personnel

= = Charts = =

Upon the release of The 20 / 20 Experience , due to digital downloads " Strawberry Bubblegum " charted at number 34 on the UK R & B Singles Chart . For the week dated March 17 , 2013 , the song debuted on the South Korea Gaon International Chart at number 22 with sales of 7 @,@ 089 digital copies .