

= Lovebird (song) =

" Lovebird " is a song recorded by British singer @-@ songwriter Leona Lewis for her third studio album Glassheart (2012) . It was written by Bonnie McKee , Joshua Coleman and Dr. Luke , and produced by Josh Abrahams , Ammo and Olgee . " Lovebird " was recorded at Pulse Recording in Los Angeles and is a power ballad , incorporating a piano and synth @-@ driven melody . The lyrics consist of Lewis informing her past lover that enough time has passed since their relationship for her to have moved on and to have developed as a person . Critics praised Lewis ' vocal performance , likening the her technical abilities to those of Mariah Carey and Whitney Houston . The musical structure of the song was heavily compared to one of her previous singles , " Bleeding Love " , along with songs performed by Adele . The accompanying music video shows Lewis trying to escape from a giant bird cage .

To promote " Lovebird " , Lewis performed the song on talk shows Daybreak and Loose Women in the United Kingdom , in addition to singing competition La Voz in Spain . Nonetheless , " Lovebird " sold fewer than 600 copies upon its release , failing to attain one of the top 200 chart positions on the UK Singles Chart ; however , two weeks after the release of Glassheart , " Lovebird " peaked at number 22 on the South Korea Gaon Single Chart due to strong digital download sales .

= = Background = =

On New Years Day 2012 , a low quality snippet of " Lovebird " leaked under the title " Love Birds " . After the song leaked , Lewis expressed her frustration at the song being available for listening to on the Internet , stating : " I 'm sad that one of my songs leaked . As an artist that holds music dear to my heart I would 've liked to share it with u [sic] when it 's ready . I hope that you feel it like I do and when it 's time to be released you 'll still support it in the right way . Thank u [sic] for the love . " That same month , it was announced that the album was expected to be released on 26 March 2012 . Record executive Simon Cowell later publicly give his support for Glassheart , saying to Lewis that , although there had been a lengthy wait of two years for new music , the album was " sensational " , and that Lewis had " never sounded better . "

= = Release = =

In October 2012 , " Trouble " was released as Glassheart 's lead single . Lewis then announced that " Fireflies " would serve as the album 's second single ; a lyric video for the song was uploaded to Lewis ' official VEVO account on 26 October 2012 . However , when Lewis appeared as a special guest performer at the London Oxford Street Christmas light switch @-@ on event on 5 November 2012 , she introduced " Lovebird " as the second single and performed it for the first time . It was later confirmed by Sony Music that " Lovebird " had replaced " Fireflies " as the album 's second single , and that it would be released as the lead single for the album in Europe . " Lovebird " was made available for download in Finland , the Netherlands , Portugal and Switzerland on 16 November 2012 . It was released in France , Italy and Spain a few days later on 19 November 2012 . In the United Kingdom , " Lovebird " was not released as a standalone digital download ; occasionally record labels will select a song to be a single and promote the release for a particular date (" impact date ") , without the single being listed separately from the album in digital download stores . The song was available to purchase as an individual album track and was given an impact date of 9 December 2012 . It was released in Germany on 12 April 2013 .

= = Production and composition = =

" Lovebird " was written by Bonnie McKee , Joshua Coleman and Dr. Luke , and produced by Josh Abrahams , Olgee , and Coleman (under his production name , Ammo) . The song was engineered by Ryan Williams , assisted by Daniela Rivera . " Lovebird " was mixed by Phil Tan at the Ninja Beat Club in Atlanta , Georgia and mastered by Colin Leonard at SING Mastering using

SING Technology , both located in Atlanta . The song was recorded at Pulse Recording in Los Angeles . " Lovebird " is a power ballad of three minutes and thirty seconds . The song 's musical structure bears strong resemblances to one of Lewis ' previous singles , " Bleeding Love " , from her début studio album Spirit (2007) . The track opens with a piano introduction similar to that on " Bleeding Love " , and features an " instantly hummable chorus " . Lewis informs her lover in the lyrics ? with the lines " But the time went on , the wind has blown , and I have grown " ? that enough time has passed since their relationship started for her to have developed as a person . As power ballad beats and " airy synths " play , she sings " Your lovebird 's flying away / Cos my heart 's been stuck in a cage " . The hook consists of Lewis singing " I 've got to sing my song , so pretty / Dum , dum , diddy " .

= = Critical reception = =

Mike Wass , a writer for Idolator , wrote that " Lovebird " was one of the two best songs on Glassheart , along with the title track . He further commented that it had strong radio potential , and that it would be successful if it were to be released in the United States , as it sounds like a " clone " of " Bleeding Love " . Digital Spy critic Lewis Corner felt that the song was reminiscent of " Bleeding Love " as well as " Better in Time " . Although he noted that Lewis ' vocal performance on " Lovebird " is very impressive , as with all her material , he was unsure of why it was included on the final cut of the album due to Glassheart having " bigger " songs on it , which were likely to chart better . The Mirror 's Clemmie Moodie thought that although the recording is a " catchy " song , it does not compare to " Bleeding Love " , but noted that it does contain " lyrical gems " , including ? Your lovebird 's flyin ? away , ? cos my heart 's been stuck in a cage " . Hermoine Hoby , writing on behalf of The Observer , wrote that Lewis appears to be following in the footsteps of singer @-@ songwriter Adele , due to the inclusion of " big heartfelt ballads " such as " Lovebird " and " Fireflies " on Glassheart . For Hoby , Lewis ' vocals are just as " technically irreproachable " as Whitney Houston 's and Mariah Carey 's .

= = Live performances and music video = =

Lewis performed " Lovebird " for the first time at the switching @-@ on of the Christmas lights at Oxford Street in London on 5 November 2012 ; she also performed " Trouble " . The singer performed the song live on Daybreak on 23 November 2012 , on Loose Women on 29 November 2012 and again on 8 December 2012 at the National Lottery Awards . To promote the song in Spain , Lewis sung " Lovebird " on La Voz in December 2012 .

The song 's accompanying music video was filmed in November 2012 and premiered on 5 December 2012 . The video has a metaphorical theme , and features Lewis in a giant bird cage in a dimly lit room , wearing the long ivory sleeved dress and " jewelled eye decorations " . Some scenes show the singer in a shadow and darker settings , while others are light and colourful . For most of the video , Lewis ponders about being able to escape her cage and experience freedom . At the end of the video , she realises that the cage is in fact unlocked and she is able to leave her confine , and leaves . Lucy Buckland for the Daily Mail felt that Lewis looks " positively mournful " in the video , and that while it may not be the best advert for feminism , she looks " beautiful " .

= = Track listing = =

Digital download

" Lovebird " ? 3 : 30

Digital single

" Lovebird " ? 3 : 30

" Lovebird " (music video) ? 3 : 29

= = Credits and personnel = =

Recording

Recorded at Pulse Recording , Los Angeles , California .

Mixed at Ninja Beat Club , Atlanta , Georgia .

Mastered at SING Mastering , Atlanta , Georgia .

Personnel

Songwriting ? Bonnie McKee , Joshua Coleman , Lukasz Gottwald

Production ? Josh Abrahams , Olgee , Ammo

Engineering ? Ryan Williams

Additional / assistant engineering ? Daniela Rivera

Mixing ? Phil Tan

Mastering ? Colin Leonard

= = Chart and commercial performance = =

Upon the release of Glassheart , " Lovebird " debuted on the South Korea Digital International Singles chart at number 73 in the issue dated 24 November 2012 . The following week , it peaked at number 20 . On the South Korea Download International Singles chart , the song debuted at number 68 , with sales of 4 @, @ 310 , on 24 November 2012 , and peaked at number 22 the following week , with sales of 10 @, @ 413 . In the United Kingdom , " Lovebird " was given an impact date of 9 December 2012 , meaning it was only available to purchase as an album track rather than a traditional separate single release . In the chart week immediately after , " Lovebird " sold fewer than 600 copies , meaning it failed to attain one of 200 chart positions on the UK Singles Chart . As a result , " Lovebird " became Lewis ' lowest selling single of her career thus far , and her first release to not chart in the UK . According to the The Mirror there was " no real marketing force " behind the single and it " failed to capture the imagination of radio bosses " . The newspaper concluded that " most people , unless they have the album , have never heard the song " and this was due to a lack of airplay .

= = Release history = =