

= Hook Me Up ( song ) =

" Hook Me Up " is a song recorded by Australian duo The Veronicas for their second album of the same name ( 2007 ) . Produced by Greg Wells and Engineered by Drew Pearson , it was released as the album 's lead single on 18 August 2007 as a digital download . The down @-@ tempo , electropop @-@ dance song , is a change in direction from the pop rock sound from their previous album , The Secret Life Of ... ( 2005 ) . It was written by The Veronicas ' twin sisters , Jessica Origliasso and Lisa Origliasso , together with Shelly Peiken and Wells . The central theme of " Hook Me Up " is about escaping reality and the stresses of life .

The recording was well received by critics who praised the song for its " dance @-@ floor friendly " sound . It was commercially successful peaking at number @-@ one on the Australian ARIA Singles Charts , giving The Veronicas their first number @-@ one single . The accompanying music video portrays Jessica and Lisa in a boarding school rebellion . " Hook Me Up " was performed at the 2008 Australia Day Live Concert as well as on the Hook Me Up and Revenge Is Sweeter tours , in 2007 and 2009 , respectively . At the ARIA Music Awards of 2008 , it was nominated for " Highest Selling Single " .

= = Background and composition = =

" Hook Me Up " was written by The Veronicas ' twin sisters , Jessica and Lisa Origliasso together with Shelly Peiken and Greg Wells ? Wells also produced the track . The composition was influenced by the electropop of underground bands in Los Angeles , whose sound The Veronicas were keen to incorporate into their own music . Jessica explained the lyrical content and central theme behind " Hook Me Up " : " It 's about being tired with where you 're at in life and wanting to get away and out for just a little bit of time @-@ whether it 's in a relationship or in life . I guess we went through that a little bit when things started getting full on with us . It went from one extreme , where no one knew who we were , to the complete opposite " .

" Hook Me Up " is a down @-@ tempo electropop @-@ dance song that is set in common time . It is written in the key of G minor and moves at a moderate 134 beats per minute . " Hook Me Up " begins with electronic synths and electronic pop beats , then progresses into a down @-@ tempo techno beat with synth washes played by guitars , synthesiser keyboards , and synthesised drums . " Hook Me Up " sampled elements of " Tainted Love " by Soft Cell .

= = Reception = =

Ben Norman from About.com called " Hook Me Up " " quite fun " with a " serious drive to the dance floor " . Similarly , Alex Lai from Contactmusic.com commented on the " sexy " and " sassy " track , saying that it , and the album 's fourth single " Take Me on the Floor " , " could fill dance floors " , but he noted that the latter made for " stale listening " . David James Young , from Sputnikmusic , felt it was the best song on the album , " the best thing about this song is how damn infectious it is , thus making it an excellent pop song with top harmonies and a synth hook " . Andrew Tijs from CitySearch Brisbane stated that it " has the kind of breathless , carnivorous sexuality that Madonna still keeps trying to convince us she has " , but it wasn 't " the sexual awakening that most have been waiting for [ them ] to have " . For its lyrics , Evan Sawdey from PopMatters said " Hook Me Up " " sacrifice [ s ] lyrical clarity for the sake of a good hook " .

In Australia , " Hook Me Up " debuted at number five on the ARIA Singles Chart . It spent seven weeks on the charts before reaching number @-@ one on 18 November , where it stayed for one week and became their first ever number @-@ one single . It was certified platinum by the Australian Recording Industry Association ( ARIA ) , denoting 70 @,@ 000 copies shipped in Australia . Upon its release it became the second most added track on Australian radio . On the ARIA end of year charts " Hook Me Up " ranked number twenty two . " Hook Me Up " was nominated for " Highest Selling Single " at the ARIA Music Awards of 2008 .

= = Music video = =

= = = Background = = =

The Veronicas pushed for a school revolt storyline to the music video 's director Scott Speer , after a concept which would " sex up [ Lisa and Jessica ] " was first presented to them . The Veronicas explained the concept of the music video to the Herald Sun :

We explained to him what the song was about and he said , " So , breaking out ... what about a boarding school ? " We love any movies to do with boarding schools ? Cruel Intentions , The Craft . We were like " Yes , yes ! " and we all brainstormed from there [ ... ] We really had to push . A lot [ ... ] We had a lot of control over making the music on this record and we wrote " Hook Me Up " so we would have the best idea of what the video would be . So it was " Use our ideas . They 're free " [ ... ] Because the song is so different from the first record , we wanted to make a video that was young and fun that kids could relate to . The video idea that was first proposed really was not for a young market . It was a lot older .

= = = Synopsis = = =

The music video is based on a boarding school revolt . The video starts off with flash images of the exterior of an old school building . It then cuts to two separate lines of male and female students , the latter being led by Lisa and Jessica , marching down a school corridor . They were led by a teacher with a whip in her hand while being watched on surveillance cameras . The scene then shifts to the male students walking past a sign that says " no girls beyond this point " . The first verse then begins and the students are marching into a classroom and sit at individual tables . When the chorus begins , Lisa and Jessica are standing on a stage in front of their band performing for rows of still students who stare back blankly . When the second verse begins the students are in the classroom while guards patrol its perimeter and the teacher hits a blackboard with a pointing stick . During the second chorus Lisa and Jessica get their band members together in a toilet to start their rebellion at the school . When the bridge starts smash cuts are shown of them taking over the school 's PA system , and the students getting up from their chairs in the classrooms and throwing objects at a teacher standing in front of a blackboard . The video ends with everyone running down stairs out of the school , with Jessica and Lisa leading the way . The scenes are inter cut to scenes of Lisa and Jessica holding each other . They are dressed in tartan skirts with the former wearing a black cardigan and an open collared shirt , and the latter a black blazer and a shirt with a tartan patterned skinny tie . Both the cardigan and blazer have a striped crest with a pink " V " in the middle .

= = Live performances = =

One of the first live performances of " Hook Me Up " was at the ARIA Music Awards of 2007 , held on 21 October . Clothed in costumes similar to the music video , Lisa and Jessica appeared from a yellow school bus . During the performance Lisa and Jessica sang vocals , while the latter also played the electric guitar , with their band , as opposed to using synthesised instruments in the original recording . At the end of the performance , two streamer cannons on opposite ends of the stage , shot out pink streamers . The duo promoted the track on Australian television , including Today and Rove Live . They also performed the song at the 2008 Australia Day Live Concert in Canberra , Australia 's Funniest Home Videos , Take 40 Live Lounge , and on Video Hits in 2009 . " Hook Me Up " was added to the set lists of both the Hook Me Up and Revenge Is Sweeter tours in 2007 and 2009 , respectively .

= = Track listing = =

iTunes single

" Hook Me Up " ? 2 : 57

CD single

" Hook Me Up " ? 2 : 57

" Everything " ? 3 : 20

" Insomnia " ? 3 : 28

= = Personnel = =

Songwriting ? Jessica Origliasso , Lisa Origliasso , Shelly Peiken , Greg Wells

Production ? Greg Wells

Instruments and programming ? Greg Wells , Fabien Waltmann , Sven Martin

Recording ? Drew Pearson

Engineering ? Josh Alexander

Lead and background vocals ? Jessica Origliasso , Lisa Origliasso

Mixing ? Greg Wells

= = Charts and certifications = =

= = Release history = =