

= Boyfriend (Justin Bieber song) =

" Boyfriend " is a song by Canadian recording artist Justin Bieber , taken from his third studio album Believe (2012) . Bieber explained that the track would surprise people in different ways , since it is a musical departure from his previous material . A snippet of " Boyfriend " was previewed on The Ellen DeGeneres Show on March 1 , 2012 , Bieber 's 18th birthday . The song was announced as a single on the same day , and was released on March 26 , 2012 . The cover art was revealed on March 19 , 2012 .

Musically , " Boyfriend " is a R & B influenced song that features pop beats reminiscent of American record producer Pharrell Williams and boy band ' N Sync . The instrumentation is kept in a lower sound to highlight Bieber 's vocals . However , critics dismissed the lyrics as immature and silly . " Boyfriend " was a commercial success , debuting at number two on the Billboard Hot 100 after selling a total of 521 @,@ 000 digital units of the single . The song is the fifth @-@ highest @-@ ever debut digital sales week in the United States and has also charted at number 9 on the Pop Songs component chart . It also debuted at number one in Canada and number two in the United Kingdom .

Island Records initially commissioned a music video to be directed by Colin Tilley ; however , the video was later scrapped and re @-@ shot with Director X. Released on May 3 , 2012 , the video broke the VEVO record for having the most views in a 24 @-@ hour period with 8 @.@ 00 million , later bested by One Direction 's " Live While We 're Young " (8 @.@ 24 million) . As part of promotion for the song , Bieber performed " Boyfriend " in a number of live appearances , including at the second season finale of The Voice , and at the 2012 Billboard Music Awards . The rapping duo Ying Yang Twins also released a remixed version of the track with new verses added . Another remix of " Boyfriend " features 2 Chainz , Mac Miller and Asher Roth .

= = Background and artwork = =

In late 2011 , Bieber confirmed to radio network Capital FM that he was recording material for his third studio album , which was originally going to be released in early 2012 . He later spoke to MTV News and revealed that Believe would surprise people in different ways , since it musically is a departure from his previous works . " Boyfriend " was written by Bieber , Michael Posner , Mason D. Levy and Mat Musto . During an interview with radio DJ Bootleg Kev , Posner revealed that he was impressed with Bieber 's work ethic , and further commented , " he 's super talented . At first I didn 't know what to expect because he 's super young , but dude can write . " Posner said that people would " flip " over the beat and that radio stations would want to play the song . Levy also commented on the track , and described it as " definitely edgier , it 's more grown @-@ up , it 's more developed and it 's sexier . " Prior to the song 's release , it had been previewed by several industry insiders , including radio host Mick Lee of WZFT , who said that the song was " so much different than his previous music .

On March 1 , 2012 , Bieber was featured as a guest on The Ellen DeGeneres Show , where he announced that the song would be officially released on March 26 . He said , " My big announcement is that on March 26 , my first single is coming out and it 's called ' Boyfriend . ' The song , it 's basically I 'm talking to this girl , [saying] if I was your boyfriend , I would never let you go . We wrote it , and the verses I 'm talking / rapping and then on the hook I 'm singing . It 's a really awesome song . " Bieber also previewed the song 's introduction on the show . Through his Twitter account , the singer released a poll in which fans were allowed to choose between two artworks for the single . Jessica Sager of Pop Crush noted that Bieber sports a mature look on both covers , using Elvis Presley 's hair style and wearing a white t @-@ shirt underneath a short sleeved , navy and white plaid button down with a thin chain necklace . The winning artwork was revealed on March 19 , 2012 .

= = Composition = =

" Boyfriend " is a R & B influenced track that lasts for two minutes and 50 seconds , which incorporates elements of acoustic music , while still having club beats . The song was written in the key of B ? minor and its tempo is 54 beats per minute . The song opens with Bieber using a lower @-@ register and breathy vocals while rapping , " If I was your boyfriend , I ? d never let you go / I can take you places you ain ? t never been before / Baby , take a chance or you ? ll never ever know / I got money in my hands that I ? d really like to blow / Swag , swag , swag on you / Chillin ' by the fire while we eatin ? fondue . " As the chorus follows , he adopts a Michael Jackson similar falsetto , and sings about being " everything you want " .

The instrumentation , produced by Posner and Levy , infuses hand claps and Pharrell Williams similar style beats , and , as noted by Pop Crush reviewer Amy Sciarretto , " is kept to a minimum , allowing The Biebs ? voice , which has strengthened and deepened as he matures and grows up , to shine and take center stage . " Sciarretto also thought that " Boyfriend " is similar to Timberlake 's song " Cry Me a River " (2002) , while it was perceived by Robbie Daw of Idolator as a homage to the early 1990s . Jody Rosen of Rolling Stone dismissed the lyrical content , and summarized it as " Justin Has Actually Had Sexual Intercourse ? But He Won 't Harm Your Nine @-@ Year @-@ Old . " Spin writer Marc Hogan said that the lyrics have references to several tracks , including Beyoncé 's " Party " (2011) , Britney Spears ' " Till the World Ends " (2011) , and Janet Jackson 's " If " (1993) . Andrew Hampp of Billboard said that " the club @-@ ready beat and guitar @-@ plucked chorus " recalls ' N Sync 's final single " Girlfriend " (2002) , and compared it to early songs by Justin Timberlake and Usher .

= = Critical reception = =

" Boyfriend " has received mixed reviews . Andrew Hampp of Billboard rated it 82 out of 100 , stating that Bieber sounds more adult than ever , but noted that most of his fans are still 12 @-@ year @-@ old girls . Amy Sciarretto of Pop Crush praised the track , and said that the result of trying new music styles resulted on " a more mature , more well @-@ rounded Justin Bieber song . " Jenna Hally Rubenstein of MTV said that " Boyfriend " is " crazy dope " , and realized that the lyrics are directed to the things Bieber does with his current girlfriend Selena Gomez . Becca Grim of Rolling Stone thought that the song is " edgier @-@ than @-@ usual , " while Artistdirect reviewer Breña Brandano said that " Boyfriend " not only marks Bieber 's transition to an adult , but also deemed it as a " new dawn for pop . " Marc Hogan of magazine Spin said that Bieber " wants to sex you up " with the track , but thought that " Bieber might be a wealthy suitor , but he 's not grown up just yet . " A Rap @-@ Up reviewer complimented " Boyfriend " for showcasing a mature Bieber and urban sound on it . The A.V. Club editors Steven Hyden and Genevieve Koski rated the song an A- , complimenting its production and vocals and considering it " irresistible , and when Bieber launches into that Timberlakian falsetto , it all feels pretty perfect . " They also ranked it among his best singles , although they criticized its lyrical content .

Jordan Zakarin of The Hollywood Reporter described the song as a " more or less a proposition , with Bieber outlining both solid small town date ideas and eternal promises . " Raju Mudhar of Toronto Star commented that , lyrically , Bieber is " nowhere near bringing ' SexyBack ' , but sounds like he 's love to walk home holding your hand . " Jody Rosen of Rolling Stone also rated it three out of five stars , and , while seeing its background as a " expertly calculated to ease the Biebs ' transition from tweenpop dreamboat to post @-@ tweenpop dreamboat " , questioned , " how can a song that begins with Bieber rapping in his thickest patois about his " swag " not be hater @-@ bait ? " About.com critic Bill Lamb considered it a " simplistic song derivative of Justin Timberlake " , and stated that the lyrics does not have " substance to expand into an entire song . " HitFix blogger Chris Eggertsen thought that " Boyfriend " is lyrically the same song Bieber has sung since his career first started , but noted that none of his fans would notice such aspect . Gregory Hicks of The Michigan Daily commented that Bieber is copying Timberlake 's R & B style on the song , and described the lyrics as original " in the sense that few artists are willing to introduce this much poetic stupidity into their music . " . RedEye 's Ernest Wilkins said that Bieber doesn 't know how to rap well , adding that " I yearn for the days of the Wahlberg men being the most awkward white male rappers on Earth . "

= = Chart performance = =

A few hours after its release , " Boyfriend " reached the top position on the US iTunes Store . According to Keith Caulfield of Billboard , industry sources suggested that the track could sell around 400 @, @ 000 downloads by the end of the tracking week on April 1 , 2012 , and noted that it could debut into the top five of the Hot 100 chart . The song debuted at number two on the chart , only being held off the top spot by " We Are Young " by Fun. featuring Janelle Monáe . It sold a total of 521 @, @ 000 digital units , the second @-@ highest @-@ ever debut digital sales week . Bill Werde of Billboard noted that it failed to debut at number one because the digital download of the track was only available through iTunes Store , " restricting the buying option for those that do not frequent the Apple retail store . " The song has sold 3 @, @ 216 @, @ 000 downloads in the US by December 2012 . " Boyfriend " is also Bieber 's first single to ever reach the top position on the Canadian Hot 100 by debuting at number one and staying on for one week .

In the United Kingdom , the song debuted at number two with sales of 54 @, @ 817 on the week ending April 15 , 2012 , held off from achieving his first number one in the country by his own protégée Carly Rae Jepsen , with her single " Call Me Maybe " . The track was also able to reach the top ten in Denmark , Ireland , Netherlands , Norway , and Sweden , while attaining top twenty positions in Belgium (Flanders) , France , Finland , Germany , Spain , and Switzerland . In Australia , " Boyfriend " debuted and peak at number five on the chart issue dated April 8 , 2012 . The track failed to reach the top position in New Zealand , where it debuted and peaked at number two .

= = Promotion = =

= = = Music video = = =

Island Def Jam Music Group commissioned a music video to be directed by Colin Tilley , who previously worked with Bieber on the music video for " U Smile " (2010) . Filming sessions occurred on the week of March 28 , 2012 , and took place in a studio located in California . Bieber revealed that the music video doesn 't have a " steady concept , " adding that it mostly features artistic shots intercalated with dance scenes . He continued to explain , " It 's not like ' Justin follows this girl to this spot . ' No , it 's a bunch of amazing scenes : Like a fire scene , we have an ice scene . " On April 3 , 2012 , a teaser of the clip was unveiled by Bieber . Becky Bain of Idolator revealed that the following number of teasers featured Bieber " being groped by several female hands , dancing in front of a large white spotlight a la Michael Jackson , [and] posing menacingly in front of a fire and floating underwater . " Nicola Sia also of Idolator considered the scenes where the singer " provocatively whispering into girls ' ears " as too " erotic " .

However , it was later reported that the music video directed by Tilley was scrapped , and re @-@ shot with Director X on the week of April 21 , 2012 . The second version of the video premiered on May 3 , 2012 on MTV . Director X summarized the synopsis of the video saying , " it was just cars and the simplicity that they liked . Cars , girls , just young people hanging out , having fun , that kind of thing . When I heard it , I thought that 's what it should be . "

Brogan Driscoll of The Huffington Post wrote that Bieber " shows he 's all grown up , driving fast cars and taking one rather scantily @-@ clad young lady into his arms " . James Montgomery of MTV News wrote that " Filled with cool clothes , hot cars and even hotter women , ' Boyfriend ' ... is the stuff of every newly minted heterosexual adult 's dreams ... only on overdrive " and added that " It 's a cool , confident clip , and , given where he 's at right now , it 's also an important one . " Bruna Nessif of E ! Online shortly commented that Bieber " is not a little boy anymore " in the music video for the song . Upon release , the video broke the VEVO record for having the most views in a 24 @-@ hour period with 8 @. @ 00 million . The previous records were held by Nicki Minaj 's " Stupid Hoe " (4 @. @ 8 million) and Rihanna 's " Where Have You Been " (4 @. @ 9 million) . Released

on 20 September 2012 , the video for One Direction 's " Live While We 're Young " garnered 8 @.@ 24 million views in a 24 @-@ hour period , thus besting Bieber 's record (8 @.@ 00 million) .

= = = Live performances = = =

As part of promotion for the song , Bieber performed " Boyfriend " at the second season finale of The Voice , concluding with a choreographed routine reminiscent of Janet Jackson 's " Rhythm Nation . " It was also performed at the 2012 Billboard Music Awards and on Germany 's Next Top Model . Bieber performed " Boyfriend " at the Capital FM Summertime Ball 2012 . For the performance , he sported fingerless gloves , a Union Jack tank with matching vest , and jeans . The singer also performed the track during a promotional concert in Europe on June 4 , 2012 , along with " All Around the World " and " Die in Your Arms " . Bieber performed the song for the first time after a year at the 2015 Wango Tango .

= = Cover versions and remixes = =

In 2012 , the song was also covered by metalcore band Issues on Punk Goes Pop 5 .

In May 2012 , Cimorelli covered this song for a contest called " The Bieber @-@ off " and Cimorelli won the contest after May 21 , 2012 .

In 2012 , actor Jaden Smith , who is also a friend of Bieber , has made a remix to the song entitled " Flame (Just Cuz) " .

Another remix featuring Mac Miller , Asher Roth and 2 Chainz was released on May 24 , 2012 .

On April 18 , 2012 , Marina and the Diamonds covered the song during a performance at BBC Radio 1 's Live Lounge . During the performance , she changed the lyrics of the song and according to Jeff Benjamin of Billboard magazine , " have put a completely different spin on his track , turning The Bieb 's latest into a dark , acoustic lament " .

In 2012 , Kevin McHale and Darren Criss (as their characters Artie Abrams and Blaine Anderson) performed the song in a mash @-@ up with Britney Spears ' song " Boys " in episode " Britney 2 @.@ 0 " of musical TV series Glee .

The rapping duo Ying Yang Twins remixed " Boyfriend " on the week of May 10 , 2012 . D @-@ Roc , one of the members , explained that after his friends compared Bieber 's song to their song " Wait (The Whisper Song) " (2005) , " I was so amped up to hear the song too . When I actually did , I listened to it and I was like , it sounded like us . He complimented us , " he said . " So I wanted to compliment him by getting on it . "

A mashup of " Boyfriend " and ' N Sync 's 2002 single " Girlfriend " was uploaded on YouTube by mashup artist Raheem on July 13 , 2012 and quickly became a viral video .

In 2013 , a cappella group SIX covered " Boyfriend " , with Bass Vocalist Jak Knudsen singing the lead vocals , for their recent album " Life Is A Highway " .

= = Track listings = =

Digital download / CD single

" Boyfriend " ? 3 : 31

Digital download ? Remixes

" Boyfriend " (Oliver Twizt Radio) ? 3 : 44

" Boyfriend " (Oliver Twizt Club) ? 4 : 27

" Boyfriend " (Oliver Twizt Instrumental) ? 4 : 27

" Boyfriend " (Vice Radio) ? 3 : 08

" Boyfriend " (Vice Club) - 4 : 46

" Boyfriend " (Vice Instrumental) ? 4 : 46

" Boyfriend " (Joe Gauthreaux & Peter Barona Full Vocal Club) ? 6 : 58

" Boyfriend " (Joe Gauthreaux Dark Dub) ? 7 : 46

Digital download ? Boyfriend (Dada Life Remix) - Single

" Boyfriend " (Dada Life Remix) ? 5 : 32

= = Credits and personnel = =

Recording

Recorded at Chalice Recording Studios , Hollywood , Los Angeles and in London , England

Mixed at Larrabee Studios , Burbank , California

Personnel

Mike Posner ? songwriter , producer , keyboards

Justin Bieber ? songwriter , vocals

Mason " MdL " Levy ? songwriter , producer

Matthew Musto ? songwriter , guitar production

Kuk Harrell ? vocal producer

Josh Gudwin ? engineer

Chris " TEK " O 'Ryan ? engineer

Thomas Cullison ? assistant engineer

Manny Marroquin ? mixer

Chris Galland ? assistant mixer

Del Bowers ? assistant mixer

Benny Steele ? guitar recording

= = Charts and certifications = =

= = Release history = =