

= Lollipop (Param Pam Pam) =

" Lollipop (Param Pam Pam) " is the debut song recorded by Romanian recording artist Alexandra Stan for her debut studio album , Saxobeats (2011) . The track was written by Marcel Prodan and Andrei Nemirschi , and produced by Prodan . It was first released in Romania in 2009 . Following the international success of Stan 's 2010 single " Mr. Saxobeat " , " Lollipop (Param Pam Pam) " was re @-@ released in Canada , Germany , and the United States in 2011 . The music video for " Lollipop (Param Pam Pam) " features Stan and other female dancers dancing to the song in front of a purple backdrop ; interspersed scenes portray Stan licking a lollipop . She herself described the song as " club @-@ friendly " and as featuring " funny lyrics " , while music critics praised it for being a " catchy pop song " and a " club sensation " . Commercially , the single peaked at number 18 on her native Romanian Top 100 .

= = Background , composition and reception = =

Before being signed to a record label , Stan participated in various music @-@ related contests , including the Mamaia Music Festival . In 2009 , she was discovered by Romanian producers and songwriters Marcel Prodan and Andrei Nemirschi at a karaoke bar . They offered her a record deal with their own label , Maan Records , through which she also released a promotional single called " Show Me The Way " . During one of Stan 's televised performances on Romanian TV show Acces Direct , she explained that " Lollipop (Param Pam Pam) " was produced " just for fun " after she arrived from a club one night . When interviewed by Urban.ro while premiering Saxobeats , Stan confessed that she expected positive and negative reception for the song , also saying that it emphasised more her image than her vocal abilities .

While Stan said that the track was " club @-@ friendly " and features " funny lyrics " , German magazine Klatsch Tratsch named it a " catchy pop song " . Celeste Rhoads , writing for AllMusic , praised " Lollipop (Param Pam Pam) " during his review for Saxobeats , calling it a " club sensation " along with 2011 singles " Mr. Saxobeat " and " Get Back (ASAP) " . Mike Schiller from PopMatters described the production of the track " generic " and its lyrics " crude " , while wishing " that it had been conveniently forgotten about [on the album] " .

= = Impact and promotion = =

The song reached number 18 on Stan 's native Romanian Top 100 , being extensively broadcast by domestic radio stations there . It also impacted mainstream radio stations from the United States in early 2010 . Meanwhile , the music video for " Lollipop (Param Pam Pam) " garnered 25 million views on YouTube a short time . Following this , various labels from the United Kingdom , Ireland , Canada , Czech Republic , Russia , Italy , France , Israel and the United States asked for license to release the song through their means . In order to promote the single , Stan was invited to perform the recording on various native TV shows , with her as well embarking on a tour in her native Romania . She also provided a live performance of the single during the 2012 Après Ski Hits event in Germany , and sang the song during the concert tours that promoted Saxobeats .

A low @-@ budget accompanying music video for " Lollipop (Param Pam Pam) " was posted onto Maan Studio 's YouTube channel on 22 December 2009 and filmed by Andrei Nemirschi in a restaurant . The whole clip portrays Stan and two fellow female dancers performing in front of a purple backdrop . It commences with Stan asking herself which sweets she likes the most , with the words " candy " , " chocolate " and " ice cream " appearing on the screen . Following this , the other females are presented wearing white underwear until one of them is shown with a saxophone . Next , Stan is shown blowing a bubble with bubble gum and , after she further dances to the song , the clip ends with the screen displaying the phrase " param pam pam " and finally becoming dark . Scenes interspersed through the main video portrayed Stan seductively licking a lollipop . The clip was not received well by the audience . Spanish @-@ language music station Los 40 Principales named the video for " Lollipop (Param Pam Pam) " as one of Stan 's best clips ever .

= = Track listing = =

Digital download

Lollipop (Param Pam Pam) [Radio Edit] ? 3 : 55

Lollipop (Param Pam Pam) [Club Edit] ? 4 : 12

= = Credits and personnel = =

Credits adapted from the liner notes of Saxobeats and The Collection .

Maan Studio ? recording studio

Marcel Prodan ? songwriter , producer

Andrei Nemirschi ? songwriter , photography , director

Alexandra Stan ? lead vocals

= = Charts = =

= = Release = =

= = = Process = = =

" Lollipop (Param Pam Pam) " was released as Stan 's debut recording in her native Romania in late 2009 , charting early in the following year . After the international success of her breakthrough single " Mr. Saxobeat " (2011) , it was also made available for digital download on iTunes Store through Ultra Records on 31 May 2011 in Canada and the United States . In Germany , the single was launched digitally on 9 September 2011 through Prime Music , within the period of the release of its parent record , Saxobeats (2011) .

= = = History = = =