

= 3 Splash =

3 Splash (stylized as 3 SPLASH) is an EP by Japanese recording artist and songwriter Kumi Koda . It was released on 8 July 2009 , by Kumi 's record label , Rhythm Zone . Her fourth extended play consists of three recordings ; Lick me ? , ECSTASY , and Hashire ! , with three additional interludes . It was released in two different formats : stand @-@ alone CD , and a CD + DVD bundle - the latter bundle was re @-@ released with a pink @-@ transparent CD holder . The three artworks for the EP depicts Kumi posing with the title of the work superimposed over her . The CD + DVD bundle artwork features her holding a basketball , this artwork was also used for the digital release of the EP .

3 Splash contains predominantly pop rock and dance music . Kumi contributed by writing the lyrics to Lick me ? and Hashire ! , while Japanese songwriter and producer Hum created Ecstasy . Hiroto Suzuki and Shinjiro Inoue were credited as the EP 's producers . 3 Splash received favourable reviews from music critics who commended the EP 's production and commercial appeal . 3 Splash reached number two on the Oricon Singles Chart , and was certified gold by the Recording Industry Association of Japan (RIAJ) for shipments of 100 @,@ 000 units . Lick me ? , Ecstasy , and Hashire ! served as promotional singles , while Lick me ? was certified platinum for 250 @,@ 000 digital shipments and nominated for a Japan Record Award at the 51st Japan Record Awards .

= = Background and composition = =

In 2009 , Kumi released two compilation albums : Out Works & Collaboration Best and Koda Kumi Driving Hit 's . Following this , along with the release of a collaborative single with her younger sister , misono , Kumi announced plans of releasing a double album . The double album was to promote both her third greatest hits album , and a new studio album that consisted of unreleased material from recording sessions for her 2008 album , Trick . It 's all Love ! was later served as the studio album 's lead single . Kumi announced that she would release a new extended play , marketed as a single , entitled 3 Splash , which would consist of three recordings : Lick me ? , Ecstasy and Hashire ! with three additional interludes .

3 Splash opens with the first interlude , 09 : 00AM , which is an instrumental piece with " groovy " DJ spins and scratches . Lick me ? , the first tracks to include vocals , is an uptempo " cute summer number " with suggestive lyrics . Ecstasy is an electronic song with Kumi 's " cool husky " vocals being heavily processed with autotune and vocoder effects . According to Adam Greenberg from AllMusic , Ecstasy " share [s] some ideation with Lady Gaga concepts , mixing sultriness with oddity and playing with the instrumentation and voicing along the way . " The albums second interlude , " 12 : 35PM " , is another instrumental piece with " slow @-@ paced " handclaps , and subtle urban undertones . Hashire ! is a " distorted " midtempo dance song with influences of rock and pop music , and the EP is closed with a final instrumental interlude , 12 : 00AM .

= = Promotion = =

3 Splash was released on July 8 , 2003 , through Rhythm Zone . There are three official versions : a stand @-@ alone CD version , a CD + DVD version and a CD + DVD version which features an accessory pouch for the physical single . Each version featured a different cover sleeve , all with Kumi standing in front of a grey background : the CD version features Kumi in a black outfit (which she wore in her Ecstasy music video) , the CD + DVD and digital EP version features Kumi in urban street gear (which she wore in the video for Hashire !) and the CD + DVD version , which includes a pink @-@ transparent CD holder , features Kher in a 60s @-@ influence dress (which was worn in her Lick me ? video) . The CD + DVD bundle artwork features Kumi holding a basketball . This artwork was also used for the digital release of the EP . All three recorded songs were promoted through advertisement deals in Japan . Ecstasy was used for Music.Jp , Lick me ? was used for the televised commercial of her Fever Live in Hall II concert , and Hashire ! was used for the NTT communications advert Musico .

All three tracks served as the EP 's promotional singles , released on July 8 , 2009 . Lick me ? reached # 2 on the Japan Hot 100 chart on the week end of July 20 , 2009 , which is her highest chart entry to date . Lick me ? was certified platinum for 250 @,@ 000 downloads in January 2014 . Ecstasy and Hashire ! did not chart in any Japanese music charts , but were marketed as promotional singles by Rhythm Zone . All three songs featured an accompanying music video , which were included on the DVD version of 3 Splash .

All three songs have appeared on several live albums and compilations released by Kumi respectively . Lick me ? and Ecstasy were performed during her Live Tour 2009 : Trick , her 2009 Taiwan Live , Live Tour 2010 : Universe , 10th Anniversary : Fantasia in Tokyo Dome , and Live Tour 2011 : Dejavu . Hashire ! has only been performed on her Live Tour 2009 : Trick . Lick me ? and Ecstasy both appeared on her 2013 digital compilation , Summer Single Collection 2013 , while Lick me ? was included on both Kumi 's concept compilations : Happy Love Song Collection (2014) and Summer of Love (2015) .

= = Reception = =

3 Splash received favourable reviews from music critics . Chris True from AllMusic highlighted Hashire ! as a career stand out track from Kumi 's discography . Ian Martin from the same publication reviewed Lick me ? and Ecstasy from the Universe album and was divided . For Lick me ? , he said , " She wears her sexuality on her sleeve , with song titles like Lick me ? laying their erotic playing cards on the table from the get @-@ go , and her lack of any recognizable singing ability compensated for by an awful lot of gumption . " For Ecstasy , he commended her " hard working ethic " in many songs , highlighting the song and concluded that , " All of this reveals a desperate need to achieve success no matter what , but also the humanity of the effort underpinning it . " Greenberg commended the production of Ecstasy , and said that Lick me ? was " slightly off @-@ tempo " that " brings Kumi back to more standard territory . " A reviewer from CD Journal complimented the production of each song , and described the EP as " catchy " and " danceable " . Hiraga Tetsuo from Hot Express was positive , who commended Kumi 's song writing and the " summer " theme throughout the EP .

On the Japanese Oricon Singles Chart , 3 Splash debuted at # 2 , Kumi 's third consecutive EP to have peaked at this position . The EP lasted twelve weeks in the top 100 , selling 93 @,@ 000 units , and was certified gold by the Recording Industry Association of Japan (RIAJ) for shipments of 100 @,@ 000 units ; this became her fourth consecutive EP to have shipped over 100 @,@ 000 units , after Love & Honey (2004) , 4 Hot Wave (2006) , and Moon (2008) . 3 Splash reached number eight on the Taiwanese East Asian chart . Lick me ? reached # 2 on the Billboard Japan Hot 100 chart , and reached # 8 and # 15 on the Japan Billboard Adult Contemporary and Radio Songs chart , respectively . Lick me ? was nominated for the Japan Record Award at the 51st Japan Record Awards , but lost to Exile 's Someday .

= = Track listing = =

= = Personnel = =

Kumi Koda ? vocals , backing vocals , song writing , executive producer
Hum ? producer , song writing , composer , arranger
Yu ? producer , composer , arranger
Hiroto Suzuki ? producer , composer , arranger
Shinjiroh Inoue ? producer , composer , arranger
Rhythm Zone ? record label
Avex Trax ? parent label , management
Credits adapted from the EP 's liner notes .

= = Charts = =

= = Certifications = =

= = Alternate Versions = =

ECSTASY

ECSTASY : Found on the single (2009) and corresponding album UNIVERSE (2010)

ECSTASY [Caramel Pod E Remix] : Found on the single (2009)

ECSTASY [Caramel Pod Remix] : Found on Koda Kumi Driving Hit 's 2 (2010)

Lick me ?

Lick me ? : Found on the single (2009) and corresponding album UNIVERSE (2010)

Lick me ? [Yusuke Tanaka Remix] : Found on the single (2009)

Lick me ? [Floorbreaker remix] : Found on Beach Mix (2012)