

= Love Ballad ( Tove Lo song ) =

" Love Ballad " is a song by Swedish recording artist and songwriter Tove Lo . It was co -@-@ written by Lo , Ludvig Söderberg and Jakob Jerlström , and was produced by her co @-@ writers under their production name The Struts . In 2012 , after signing a publishing deal with Warner / Chappell Music and co @-@ writing songs for artists including Girls Aloud and Icona Pop , Lo decided to become an independent singer to keep her most personal songs for herself . She eventually released her debut single " Love Ballad " to Swedish radio stations on 15 October 2012 . It was digitally released on 5 November 2012 . The track was later included on Lo 's debut extended play Truth Serum and her debut studio album Queen of the Clouds , both of which were released in 2014 .

" Love Ballad " is a pop song with drum instrumentation ; its lyrics detail the protagonist 's exaggerated ways to show affection to a romantic partner . Critics described it as an " ode to falling dangerously in love with someone " and a parody of love songs . The song drew the attention of music blogs and received positive reviews from some critics but failed to chart anywhere . A music video for the song , which was directed by Motellet Film and Lo , was released on 5 October 2012 . It shows the singer covered in black paint and performing acrobatics in the middle of a road and on a football field . Lo performed the track several times , including on the Swedish campaign Musikhjälpen and at Notting Hill Arts Club in London , United Kingdom .

= = Background and release = =

After the dissolution of her band Tremblebee , Tove Lo focused on writing songs and she signed a publishing deal with Warner / Chappell Music in 2011 . In the following year , she co @-@ wrote " Something New " for Girls Aloud , and " We Got the World " and " Ready for the Weekend " for Icona Pop . After she signed the publishing deal , she felt " lost " and unsure of her identity . She was also going through a difficult time during a relationship , which led her to write songs that were not related to her life . However , at one point , she " couldn 't handle it anymore " and needed to write a personal song . Lo then co @-@ wrote " Love Ballad " with Ludvig Söderberg and Jakob Jerlström ; it was their first collaboration . Söderberg and Jerlström also produced the track under their production name The Struts . According to Lo , an artist became interested in recording the song but considered it " too brutal " and wanted to change some of the lyrics . Because of this , Lo kept the song for herself . She said that after co @-@ writing " Love Ballad " , she started to write songs " that I felt I needed to get out of me " .

Lo eventually self @-@ released " Love Ballad " as her first single . It was sent to Swedish radio station P3 on 15 October 2012 . It was digitally released on 5 November 2012 . The song drew the attention of music blogs , which led Lo to start a career as a independent singer so she could record her most personal songs . " Love Ballad " was later featured on the Nordic edition of Lo 's debut extended play Truth Serum ( 2014 ) and as a bonus track on the North American version of her debut studio album Queen of the Clouds ( 2014 ) .

= = Inspiration and composition = =

" Love Ballad " is an uptempo pop song featuring drum instrumentation . According to Lo , the songs on her extended play Truth Serum are about her " most intense " failed relationship . She stated , " In its entirety , [ Truth Serum tells ] a love story from beginning to end . The song ' Love Ballad ' is about the moment you decide to give everything to another person , while ' Habits ' shows what happens when everything is screwed up and you just want to freak out . ' Out of Mind ' deals with the stage after that , when your broken heart has mended , but the scars are still there " . In an interview with Klap Magazine , Lo said , " ' Love Ballad ' is actually supposed to be a way of telling the one I love I 'd do anything for him . He 's worth the pain . A bit exaggerated but that 's what it feels like when you 're so into someone " . According to Rich Thane of The Line of Best Fit , the track details the " carefree beginnings of a new romance " . Michael Cragg of The Guardian

described the song as an " ode to falling dangerously in love with someone " . Cragg also said the singer is " willing to share her drugs " with her lover in the verse " Jump off a cliff / I 'd give you my last spliff / I 'd do it for you / Ain 't love sweet ? " . According to Mark Savage of BBC News , the track " parodies the preposterous promises " made by musicians in love songs ; he cited the line " Chop off my hands / Chop off my feet / I 'd do it for you / Ain 't love sweet ? " as an example .

= = Reception = =

" Love Ballad " received positive reviews by some critics . Doron Davidson @-@ Vidavski of The Line of Best Fit called it an " infectious debut single " , while a reviewer from Scandipop wrote that the song is " rousingly melodic in both its production and its topline " . Michael Cragg of The Guardian said Lo had started her career " in fine style " with the song . A reviewer for Nu Wave Pony described it as a " lyrically obsessive and heart @-@ wrenching pop song " and said that " it plays like a catchy summer song " . Richard S. Chang of Redbull.com ranked it at number four on his top 5 of the Best Tove Lo songs . Writing for Discopop , Mark Savage said that " Love Ballad " is superior to " Stay High " , the remixed version of " Habits ( Stay High ) " .

Despite the positive reviews and its popularity among music blogs , " Love Ballad " failed to chart anywhere . In an interview with Gulf Times , Lo said she thought the song 's poor commercial reception was due to her change of stage name . She stated , " [ ' Love Ballad ' ] didn 't sell particularly well . I 'd used my real name , Tove Nilsson , when I was in Tremblebee so perhaps no @-@ one knew who I was " .

= = Music video = =

The music video for " Love Ballad " was co @-@ directed by Tove Lo and Motellet Film . Lo also wrote the video 's script ; she said : " Imagine sitting on a football field in the dark , freezing , after seven hours , covered only in black house paint , trying to put on fake eyelashes ! " . MTV Sweden premiered the video on 5 October 2012 , and Lo released it on her YouTube channel on 8 October 2012 . The video begins with Lo covered in black paint and walking in the middle of a road . In the next scene , she covers four men , who go to play rugby on a football field , in paint . Later , Lo is shown walking upside @-@ down and performing other acrobatics on the road and the football field . Then , she appears wearing a hibiscus dress while singing the song in a rubbish dump . In the next scenes , Lo is walking topless through a field of flowers . Near the end , she is standing on the football field while the four men run up to her and cover her in paint . The video is interspersed with scenes of Lo performing the song with images of cities and explosions projected onto her .

= = Live performances = =

On 10 December 2012 , Lo performed " Love Ballad " and " Paradise " on the Swedish campaign Musikhjälpen . On 10 April 2013 , she performed " Love Ballad " , " Habits ( Stay High ) " , " Out of Mind " and " Not Made For This World " at Swedish radio station P3 . Lo performed " Love Ballad " alongside other songs from Truth Serum and " Run On Love " during her first UK show at Notting Hill Arts Club , London , on 2 April 2014 . For the performance , she was accompanied by two drummers . A reviewer from Discopop said he was " blown away " and that it was " so refreshing to be at a pop show that engages the heart as well as the senses " . Michael Cragg of The Guardian rated the show with four stars out of five and deemed it as " a punchy UK debut " . Lo performed the same set list at her Hoxton Square Bar & Kitchen show on 6 May 2014 .

On 1 October 2014 , Lo performed " Love Ballad " and other songs at Webster Hall in Manhattan , New York City . On 30 March 2015 , she held a concert at KOKO in London , UK , and performed the track among others from Truth Serum and Queen of the Clouds . Amelia Maher of London In Stereo wrote , " With the opening bars to ' Over ' and ' Love Ballad ' there is something different in [ Lo 's ] tone as she carelessly lays her soul bare for all to see and reveals that she isn 't just a raunchy one trick pony " . On 14 August 2015 , Lo performed the song at the Way Out West festival

in Gothenburg , Sweden . On 11 September 2015 , she held a concert at the Deutsches Theater in Berlin , Germany , and performed " Love Ballad " and tracks from Truth Serum and Queen of the Clouds .

= = Credits and personnel = =

Credits adapted from the liner notes of Truth Serum .

Locations

Recorded at Warner / Chappell Studios , Stockholm

Mastered at Cutting Room , Stockholm

Personnel

Songwriting ? Tove Lo , Jakob Jerlström , Ludvig Söderberg

Production ? The Struts

Lead vocals ? Tove Lo

Mixing ? Lars Norgren

Programming ? The Struts

Mastering ? Björn Engelmann

Instrumentation ? The Struts

= = Release history = =