

= Till I Die ( Chris Brown song ) =

" Till I Die " is a song by American recording artist Chris Brown , featuring American rappers Big Sean and Wiz Khalifa . It was written by Brown , Sean Anderson , Cameron Thomaz , Marcella Araica and Nathaniel " Danja " Hills , while the production was handled by Danja . " Till I Die " was released digitally on April 13 , 2012 , as the third single from Brown 's fifth studio album , Fortune ( 2012 ) . It was sent to rhythmic contemporary radio in the United States on May 1 , 2012 . " Till I Die " is an uptempo hip hop and R & B song that displays elements of electro music and features military drumbeats , R & B synths and " arcade @-@ game blips " . The song contains lyrics about women , smoking weed , partying in the club and living the good life .

" Till I Die " garnered positive reviews from music critics , who praised the production and the trio 's verses . Although it was released worldwide , the song only charted in the United States . It peaked at number 12 on the Hot R & B / Hip @-@ Hop Songs chart , and number 15 on the Rap Songs chart . The accompanying music video for " Till I Die " was directed by Brown and features cameo appearances by Snoop Dogg , Andy Milonakis , Kreayshawn , Jamie Kennedy , Method Man and Redman . The video was dedicated to Beastie Boys ' member Adam Yauch , who died from cancer in May 2012 . Brown included " Till I Die " in his set list at Supafest Australia .

= = Background and composition = =

" Till I Die " was written by Cameron Jabril Thomaz , Chris Brown , Marcella Araica , Nathaniel " Danja " Hills and Sean Anderson , while production was handled by Danja . The audio mixing was completed by Jaycen Joshua , with assistance by Trehy Harris . On March 28 , 2012 , Brown announced via his official Twitter account that he would be releasing " Till I Die " and " Sweet Love " as the next two singles from Fortune , after the lead single " Turn Up the Music " . The audio of " Till I Die " and its artwork were posted online on April 10 , 2012 , showing Brown wearing a navy blue suit and sunglasses , and standing beside a motorcycle in front of a neon @-@ glowing backdrop . It was released as a one @-@ track digital download in Oceania and most European countries on April 13 , 2012 . However , in the United States , " Till I Die " was released digitally on April 17 , 2012 , and sent to rhythmic contemporary radio on May 1 , 2012 .

" Till I Die " is an uptempo hip hop and R & B song , which last for a duration of three minutes and 57 seconds . The song blends military drumbeats and R & B synths with elements of electro music . Trent Fitzgerald of PopCrush noted that it also uses " arcade @-@ game blips " . According to Lewis Corner of Digital Spy , " Till I Die " opens with a " dubstep intro " . Throughout the song , Brown , Big Sean and Wiz Khalifa rap about " smoking and intoxication " , " women and weed " , " partying and balling in the club " , and living the good life . During the first verse , Brown references American politician Sarah Palin in the line " Sippin and I 'm faded / Super medicated / Said she wanna check the poll / I said ok Sarah Palin " . Rob Markman of MTV News noted that Brown harmonizes the line " I 'm high " in the background .

= = Reception = =

= = = Critical response = = =

" Till I Die " garnered positive reviews from music critics . Becky Bain of Idolator appreciated the " nice blend of electro and R & B " music in the song , writing that it " has a unique sound that 's both experimental and easy to lay back to " . Andrew Martin of Complex magazine described " Till I Die " as a " laid @-@ back , summer @-@ primed production " , while Becca Longmire of Entertainment Wise viewed it as a potential hit . Trent Fitzgerald of PopCrush complimented the song for having a " nice R & B groove " and added that " it will certainly get some spins on urban radio " . Bene Viera of VH1 praised Brown 's verse , writing that " he 's seriously going to make some rappers step up their game " . Hazel Robinson of California Literary Review magazine called it one of the many " excellent

collaborations " on Fortune .

Maura Johnston of The Village Voice wrote that the song " sounds like a reverse @-@ engineered version " of American pop duo Karmin 's cover of " Look at Me Now " ( 2011 ) , and further explained that it contains " lyrics to prove that he 's still a badass " . Melinda Newman of HitFix described " Till I Die " as " pot hazy " . In a review of Fortune , Barry Walters of Spin magazine wrote that " Till I Die " , along with " Sweet Love " and " Don 't Wake Me Up " , contain " thin melodies and stock shock lyrics " that make Brown 's previous singles sound better . He described the song as " proudly stoned " . Melissa Ruggieri of The Atlanta Journal @-@ Constitution noted that " Big Sean and Wiz Khalifa trade the most profane verses " in the song .

= = = Chart performance = = =

In the United States , " Till I Die " debuted at number 74 on the Hot R & B / Hip @-@ Hop Songs chart in the issue dated April 28 , 2012 . It peaked at number 12 in the issue dated August 11 , 2012 . On the Rap Songs chart , the song debuted at number 25 in the issue dated June 23 , 2012 , and peaked at number 15 in the issue dated August 11 , 2012 . " Till I Die " peaked at number one on the Bubbling Under Hot 100 Singles chart , which represents the 25 songs which failed to chart on the Billboard Hot 100 .

= = Music video = =

= = = Background = = =

The accompanying music video for " Till I Die " was directed by Brown and filmed in Los Angeles , California on May 10 , 2012 . Later that day , several images from the shoot were posted online , showing Brown , Big Sean and Wiz Khalifa sitting on top of a yellow car , as well as images of the latter two posing shirtless . The video premiered online on May 30 , 2012 . Following its release , Brown tweeted that the video is dedicated to Beastie Boys ' member Adam Yauch , who died from cancer in early May 2012 . The video features cameo appearances by Andy Milonakis , Kreayshawn , Jamie Kennedy , Snoop Dogg , Method Man and Redman .

= = = Synopsis = = =

The video begins in an office with the mail guy ( played by Kennedy ) , handing out mail to co @-@ workers , while Brown 's song " Beautiful People " plays in the background . As the audio of " Till I Die " begins , Brown , wearing a grey suit , beanie , gold fronts and gold chains , appears out of nowhere tripping the mail guy , and starts rapping his verse . He then appears in an elevator where he meets Wiz Khalifa and Big Sean , who then raps his verse . As they leave work , the trio catch a ride with Snoop Dogg in his yellow Pontiac Parisienne , as Sean continues rapping his verse . This scene is intercut with scenes of them hanging out in an abandoned warehouse surrounded by smoke and flashing lights . Khalifa then raps his verse as they arrive at a mansion where Method Man and Redman are seen smoking . The video ends with more scenes of the trio back at the abandoned warehouse and shows the memory to Adam Yauch .

= = = Reception = = =

Bene Viera of VH1 praised Brown " for creating a video that fits perfectly with the song " . Viera continued writing that the song " wouldn 't be [ a ] proper smoker 's anthem " without the cameo appearance by Snoop Dogg . Rob Markman of MTV News noted that the video was different from Brown 's previous music videos for the Fortune album , writing that " ' Till I Die ' is a fun and welcomed departure from it all " . A reviewer for Rap @-@ Up described the video as " wild " and " colorful " , and noted that it seems to be inspired by the Beastie Boys ' classic " ( You Gotta ) Fight

for Your Right ( To Party ! ) " ( 1987 ) . Ray Rahman of Entertainment Weekly called the video " a weird one " . Becky Bain of Idolator described it as " the brats @-@ on @-@ parade clip " , and wrote that the dedication to Yauch " would be a nice sentiment if anything in this video resembled anything Yauch stood for " . Maura Johnston of The Village Voice called it a " dumb " video and wrote that it reminded her of the " Our Lips Are Sealed " video by The Go @-@ Go 's .

= = Live performances = =

Brown performed " Till I Die " for the first time with Big Sean at Supafest Australia in April 2012 , as part of a set list which included " Run It ! " , " Yeah 3x " , " Look at Me Now " , " She Ain 't You " , " Wet the Bed " and " Turn Up the Music " , among others . Rap @-@ Up praised his set , writing that " A tatted Chris Brown thrilled with his chart @-@ topping hits " . The staff of Dolly magazine called it " one of his most electrifying performances " to date .

= = Track listing = =

Digital download

" Till I Die " ( featuring Big Sean and Wiz Khalifa ) ? 3 : 57

= = Credits and personnel = =

Credits adapted from the liner notes for Fortune

= = Charts = =

= = Release history = =