

## = Make Me Like You =

" Make Me Like You " is a song by American singer Gwen Stefani from her third solo studio album *This Is What the Truth Feels Like* ( 2016 ) . Released as the album 's second single , the song was first distributed digitally on February 12 , 2016 , while being serviced to contemporary hit radio four days later on February 16 . Stefani co -wrote the song with Justin Tranter , Julia Michaels , and its producers Mattman & Robin . It is a pop and disco song , with influences of light rock , with its instrumentation consisting of chiming guitars , " digi @-@ harps " and a " beachy " drum progression .

" Make Me Like You " is about feeling renewed and finding love again following a fractured relationship . Many reviewers believed the song was inspired by her relationship with American singer Blake Shelton ; Stefani later confirmed this . The song received positive reviews from music critics , who praised the track 's upbeat environment and its radio @-@ friendly vibe . The music video for the song was the first to be created on live television and was recorded during a 2016 Grammy Awards commercial break . Stefani 's long @-@ time collaborator , Sophie Muller , directed the video which involved several costume changes and various scenes , including a car crash , a salon , and a piano lounge . It also pokes fun at the media scrutiny over her personal life . The video garnered a positive reaction from critics , for being " colorful " and " entertaining " .

## = Background and release =

Having released two songs that were meant to become singles from her then untitled third studio album , Stefani suffered from writer 's block and , after a tumultuous divorce from her former husband , she decided to scrap the album and start over . She recalled that she was unable to write and felt insecure about it . She tried to curate an album where she was only partially involved , but that did not work for her . Stefani later returned to the studio and , after a songwriting session with Rick Nowels , she stated that the " channel was opened " and that she felt inspired again . Her new found confidence allowed Stefani to begin writing songs again . Asked by A & R President Aaron Bay @-@ Schuck of Interscope Records to collaborate with Stefani on her album , producer J.R. Rotem , and songwriters Justin Tranter and Julia Michaels agreed to do so .

In mid @-@ 2015 , Stefani began to work with the trio writing for the album . She ended up writing several songs with Michaels and Tranter including " Used to Love You " , " Misery " , and " Make Me Like You " . In an interview with Zane Lowe , Stefani expressed her excitement about the track , stating : " We were losing our minds . It was called ' Make Me Like You ' and we couldn 't believe it like how did we write this song ? It 's so good ! " After the moderate success of " Used to Love You " , Stefani decided to release a second single as a " Valentine 's Day present " to her fans . " Make Me Like You " was released digitally on February 12 , 2016 as the album 's second single , and was serviced to mainstream radio on February 16 , 2016 in the United States .

## = Composition and lyrics =

" Make Me Like You " was written by Gwen Stefani , Justin Tranter , Julia Michaels , Mattias Larsson and Robin Fredriksson ; production was handled by Larsson and Fredriksson under their stage name Mattman & Robin . The track lasts for three minutes and 36 seconds . A pop and disco song , " Make Me Like You " also has light rock influences with " feathery guitar riffs " , " digi @-@ harps " , and " beachy drum progression " . Robbie Daw of *Idolator* noted that the song " contains the best echoes of The Cardigans ' ' 90s staple ' Lovefool ' and classic Kylie Minogue " , while Carl Williot of the same publication thought that the song reminded him of " Phoenix 's ' Too Young , ' or a blown @-@ out The Bird and the Bee song " . Lyrically , the song talks about the other side of a break @-@ up , when the gloom lifts and one has to face the possibility of starting over and finding love again following a fractured relationship . Colin Piwtorak , writing for *The Daily of the University of Washington* , found the tone of " Make Me Like You " similar to that of " Used to Love You " . In the chorus , Stefani sings : " Why 'd you have to go and make me like you ? / Yeah this is a feeling I

'm not used to / I 'm so mad at you cause now you got me missing you " . The song was considered " an immediate departure from the heartbreaking ' Used to Love You ' " , with critics suggesting that Stefani 's relationship with Blake Shelton inspired the track ; this was later confirmed by Stefani .

= = Critical reception = =

" Make Me Like You " received highly positive reviews from contemporary music critics . Writing for Rolling Stone , Daniel Kreps called the track " refreshing " and referred to it as " all about renewal " . A staff member from Billboard favored the release , calling it " a three @-@ and @-@ a @-@ half minute nugget of creamy , upbeat pop " . Christian Kennedy , writing for The Michigan Daily , appreciated its lyrics , calling them " catchy without leaning towards the tepidity of much of today 's pop music " . In addition , Kennedy stated " the individual beats and instruments blend to form [ a ] well @-@ oiled production " . Kelly Lawler of USA Today called it " catchy " and a " sweet pop candy " song , while also praising its lyrics . Gregory Adams of Exclaim ! was positive , describing it as a " sugar @-@ sprinkling pop jam " , while praising the " radio @-@ friendly pop @-@ and @-@ snap " and Stefani 's " signature pipes " in the chorus . Idolator 's Robbie Daw was extremely satisfied with the track , writing that Stefani " struck Spring Pop Anthem gold " with the track and that it was " the perfect example of the type of pop we 've been barely @-@ patiently waiting for Gwen to churn out " , while Bianca Gracie and Mike Wass of the same website also responded positively to it . Gracie called the song 's melody " wildly infectious " and applauded it for being " pure , vibrant and cheeky pop " . In the same vein , Wass labeled it a " breezy anthem " and " a worthy addition to Gwen 's discography " . Adam R. Holz , writing for Plugged In , appreciated the track 's " honest lyrics " , while Amanda Dykan of AltWire stated it was " definitely worthy " in spite of Stefani 's hiatus .

In her mixed review of This Is What the Truth Feels Like , Jillian Mapes applauded the single , stating that " Make Me Like You " was the album 's " only " [ ... ] song that really works " . Spin critic Theon Weber compared the track to Stefani 's " synth @-@ pop era " , particularly songs " Simple Kind of Life " , " Underneath It All " , and " Serious " . Weber further appreciated its " spacious , twinkling liteness " . Sal Cinquemani of Slant called it : " decidedly more buoyant [ than the previous single ] , reminiscent of 2006 's The Sweet Escape , but it still scans as a peek into the newly single ? and clearly revitalized ? singer 's personal life " . Gregory Robinson of Redbrick declared the track " another delicious slice of pop perfection " , further exclaiming that " Stefani 's new release is definitely " pop ear candy " " . Spencer Kornhaber from The Atlantic claimed the " strong single [ ... ] adds a dash of her signature pout to Sheryl Crow strumminess " . With the song , Mikael Wood of Los Angeles Times found Stefani " summoning a bit of the appealing insolence " from her work with No Doubt . Wood later lauded her decision to work with Mattman & Robin on the track , calling their collaboration " savvy " . Ryan Middleton of Music Times believed that " Make Me Like You " would be a " temporary earworm " , and complimented its " solid production " . Carolyn Menyes from the same publication stated that of the two tracks that " capture [ ... ] the earliest stage [ s ] of a relationship " ( the other being " Send Me a Picture " ) , " Make Me Like You " was the " more exciting " option .

Lindsay Zoladz of Vulture found " Make Me Like You " to be charming , and " irrepressibly , convincingly teenage " . However , Mesfin Fekadu , a critic for The National , claimed the single " do [ es ] n 't feel connected to Stefani ? it 's as if another pop star could sing the track and you wouldn 't notice the difference " . Fekadu found the track " disappointing for a singer who is usually a standout on the pop music scene " . Adam Kivel of Consequence of Sound was negative in his review , comparing it to " Lovefool " , which he stated " is as much compliment as it is complaint " . Kivel claimed the " inoffensive " track " won 't win anyone over " .

= = Chart performance = =

" Make Me Like You " was moderately successful after its release . In the United States , the single debuted and peaked at number 54 on the Billboard Hot 100 , becoming the highest debut of the week ; alongside its debut on the Hot 100 , it also peaked at number 12 on the Digital Songs

component chart , where it sold over 56 @,@ 000 digital copies . The following week , the song dropped to number 68 on the Hot 100 , and dropped off the week after that . Following the release of This Is What the Truth Feels Like , " Make Me Like You " re @-@ entered in the US at number 97 . It lasted five weeks on the Billboard Hot 100 , before departing the charts at the bottom position of number 100 on April 16 , 2016 . Four days after its digital release , it was shopped to contemporary hit radio on February 16 . Its radio adds prompted the track to enter the Adult Top 40 , where it peaked at number 17 , spending a total of 12 weeks on the charts . For the week ending May 7 , 2016 , " Make Me Like You " peaked at number 24 on the Adult Contemporary chart ; however , it peaked at number 23 on the Mainstream Top 40 , becoming the lowest peak in her career . Additionally , the song was streamed over 1 @.@ 95 million times on Spotify , prompting it to debut at numbers fourteen and fifteen on the Spotify Viral 50 and Spotify Velocity charts , respectively .

Elsewhere , " Make Me Like You " found similar success . In Canada , the track peaked at number 62 , and became Stefani 's lowest charting single following previous single " Used to Love You " . On Canada 's Adult Contemporary chart , it peaked in May 2016 at number 27 , and spent a total of 18 weeks on the charts . It spent nine weeks on the CHR / Top 40 chart , where it peaked at the bottom position , in addition to spending 12 weeks on the Hot AC list , where it charted at number 23 . On The Official Finnish Charts download component , " Make Me Like You " fared well and peaked at number 27 , before dropping off the chart completely . In Japan , it peaked at number 47 on Billboard 's Japan Hot 100 , and was Stefani 's first and only entry on the chart . It spent three weeks on their charts , and dropped off after reaching its peak position . The single was less successful in other countries . In Australia , the track entered at number 99 and peaked at number 97 the following week , becoming Stefani 's least successful single there . In the United Kingdom , " Make Me Like You " missed entering the top 100 , and instead debuted and peaked at number 140 .

= = Music video = =

= = = Development = = =

The accompanying music video for the song was the first music video to be created on live television . It was recorded during the 2016 Grammy Awards ' commercial break and directed by Stefani 's longtime collaborator and friend Sophie Muller . On February 16 , 2016 , the finished project was posted on Vevo . The project was co @-@ funded by Target which had exclusive rights to release the deluxe edition of This Is What the Truth Feels Like on March 18 , 2016 . A crew of over 250 workers set up a 32 @,@ 000 sq. ft. studio in Burbank , California to shoot the video , while a creative team of 17 , including Stefani , came up with various concepts and scenes for the video .

= = = Synopsis = = =

The video begins with Stefani awaking by a car crash wearing a black and white , striped gown . After walking past a line of hanging clocks , and changing into a red kimono , she enters a pink salon where her friend and hair stylist , Danilo Dixon , greets her . Stefani proceeds to read a fake tabloid magazine with the headline announcing " Gwen Pregnant with Alien Baby ! " , referencing then recent rumors of a pregnancy with boyfriend Blake Shelton . The next scene shows Stefani wearing a sequined blazer as she walks behind two male breakdancers . As the song 's bridge plays , Stefani stumbles upon a dark room with five dancers wearing masks with her head on them . As she pushes two of them over , she changes into a multi @-@ colored poncho and rides a motorcycle with other women wearing apparel from her clothing line , L.A.M.B ..

When the chorus is played for the third time , Stefani changes into a long , white skirt and walks into a lounge named " Blake 's " , where she is served by a bartender played by social media star Todrick Hall . Stefani is then shown singing the song behind a piano as the video crew helps her put on a pair of roller skates . After inline skating in a black leotard , a stunt double appears and

performs a " fake " tumble . The final scene shows Stefani , wearing a rose @-@ inspired red dress , on an elevating platform mouthing the words : " Thank God . Thank God that I 've found you " , before the camera zooms out to display the Target logo .

= = = Reception = = =

Writing for TIME , Nolan Feeney stated : " Stefani wasn 't scheduled to perform during the Grammys , but she may have just delivered one of the evening 's most colorful performances anyway " . Sierra Marquina of Us Weekly also gave a positive review of the video , claiming that : " the No Doubt frontwoman teamed up with Target to pull off the near impossible " . After the initial broadcast of the video , several critics mistakenly thought the fake ' tumble ' during the rollerblading scene was real .

= = Live performances = =

Stefani performed the track during various public appearances . She performed " Make Me Like You " live for the first time on Jimmy Kimmel Live ! on February 17 , 2016 , followed by a performance of the song on The Ellen DeGeneres Show on February 25 . Both performances featured Stefani in leopard print clothing , accompanied by several backup dancers . On April 2 , she performed the song on Saturday Night Live , along with This Is What the Truth Feels Like 's third single " Misery " ; Stefani wore " a lacy , babydoll dress " for the performance . Two days later , she performed " Make Me Like You " on Good Morning America . On April 30 , Stefani performed at Radio Disney Music Awards .

= = Track listing = =

= = Credits and personnel = =

Recording

Recorded at Wolf Cousins Studios , Stockholm , Sweden ; Maratone Studios , Stockholm , Sweden ; and Interscope Studios , Santa Monica , California

Personnel

Credits adapted from the liner notes of This Is What the Truth Feels Like

= = Charts = =

= = Release history = =