



This Girl is On Fire at AXA

Description



“Girl on Fire,” featuring an interpolation of Bill Squier’s 1980 hit “The Big Beat,” is one of Alicia Keys’ biggest songs, perfect for underscoring huge, feminist and inspiring moments. It was inspired by her daughter and her husband Swizz Beatz, who is also a massive producer and beat-maker in his own right.

Did you know Alicia Keys recorded a three-piece suite for the song, with two extra remixes? The first, “Inferno,” features two extra verses from Nicki Minaj, while the second, “Bluelight” strips backs the drums and pianos with new vocals re-recorded by Keys. When the track was released, it was met with universal acclaim by music critics, **who appreciated its bombastic production, soaring vocals and themes of female empowerment.**

This propelled the track to a peak of 11 in the Billboard Hot 100, as well as number one in Austria, South Korea and Slovakia. Particularly impressive is the colourful music video accompanying the track, which gives a old-school musical-like sheen to 21st century domesticity.

Naturally, it was the lead track on the eponymous 2012 album, which reached number one on the Billboard Hot 200 and also won best R&B Album at the 56th Annual Grammy Awards.

it excellently suits insurance company AXA Belgium’s latest athletics-themed campaign, handled by Publicis Groupe Belgium, produced by Producteur Provocateur and directed by Audrey Mascina, roping in Belgium multi-athlete Nafi Thiam, who is also an AXA ambassador. This compliments the track’s original first performance in 2012, where Keys was joined by athlete Gabby Douglas at the MTV Video Music Awards. Expect more athletics and sports-themed spots in the upcoming months as we roll into the Euros and the Olympics over the summer. We were involved in clearing and licensing the song! **Please feel free to check out the 50-second spot below.**

<https://vimeo.com/942944711/4dd8692427?share=copy>

Agency: Publicis Groupe Belgium | **Production Company:** Producteur Provocateur | **Director:** Audrey Mascina | **Music Research and Licensing:** Tracks and Fields