

## JOHN LENNON LYRIC VIDEO BRIEF

To treat for the following **five official lyric videos** for John Lennon.  
Please feel free to cherry-pick track preferences or treat for all.

### TRACK CHOICES:

Beautiful Boy (live March/April 2026)

Within the Lennon Estate, we intend to create a full-length edit from the archive of John and Sean film imagery. To modernise this footage, we are looking for animation to be placed over the top of the archive footage, preferably styles that draw around the existing footage of John and Sean themselves eg line drawing, line boiling etc.

Instant Karma (live June 2026)

Idea: Animation that plays on the idea of what you give out, you get back (we reap what we sew), whether that be positive or (playfully) negative – self-reflection eg mirrored/distorted lyrics, a domino-rally with the lyrics on the dominoes.

Stand By Me (live July 2026)

A cover of Ben E King's classic. John's tribute to the Rock and Roll era that shaped him.

Woman (live September 2026)

The metaphorical merging of east and west cultures - politeness/kindness/manga/motion anime/samurai female warrior, sakura (cherry blossom), Japanese wood cuts (a love of John's)

Imagine (live October 2026)

With 850m views on Spotify alone, John's most iconic and universally covered solo track. This is an opportunity to create an official lyric video for one of the most important and globally revered tracks ever written in modern music.

### KEY THOUGHTS:

Please be sure the visual idea/treatment is based in the John Lennon doctrine of **Peace, Love and Truth** and connects to the message of the lyrics of the track (but please nothing literal/visually verbatim).

We're looking for simple, honest, true ideas. Nothing complicated as it won't fit John's aesthetic (or the budget) and data shows us lyric videos are more effective when simplified.

In case helpful, we have full-length footage of John singing the lyrics for 'Stand By Me', but no existing lip-sync for 'Woman' or 'Instant Karma' (we shouldn't use lip synch of John for Imagine).

John's typical font is **Futura PT-light** or **Helvetica** and kerning is specific (which we can let you know more about should you win the commission)

We also have John's personal handwriting saved as a font.

**Guide budget:** £25k (£5k per video)

**Timeline:** to start as soon as commission won – deadlines for respective videos are throughout 2026 but we, at the Estate, are keen to get as many videos made ahead of time as possible.

**Deadline for treatment(s):** February 24<sup>th</sup> 2026

**Lyrics:**

**BEAUTIFUL BOY**

Close your eyes  
Have no fear  
The monster's gone, he's on the run  
And your daddy's here

Beautiful, beautiful, beautiful  
Beautiful boy  
Beautiful, beautiful, beautiful  
Beautiful boy

Before you go to sleep  
Say a little prayer  
Every day in every way  
It's getting better and better

Beautiful, beautiful, beautiful  
Beautiful boy  
Beautiful, beautiful, beautiful  
Beautiful boy

Out on the ocean  
Sailing away  
I can hardly wait  
To see you come of age  
But I guess we'll both just have to be patient

Cause it's a long way to go

A hard row to hoe  
Yes, it's a long way to go  
But in the meantime

Before you cross the street  
Take my hand  
Life is what happens to you while you're busy making other plans

Beautiful, beautiful, beautiful  
Beautiful boy  
Beautiful, beautiful, beautiful  
Beautiful boy

Before you go to sleep  
Say a little prayer

Every day in every way  
It's getting better and better

Beautiful, beautiful, beautiful  
Beautiful boy  
Darlin', darlin', darlin'  
Darlin' Sean

Goodnight, Sean  
See you in the morning  
Bright and early

### **INSTANT KARMA**

Instant karma's gonna get you  
Going to knock you right on the head  
You better get yourself together  
Pretty soon you're going to be dead

What in the world you're thinking of  
Laughing in the face of love?  
What on earth you trying to do?  
It's up to you, yeah, you

Instant karma's gonna get you  
Going to look you right in the face  
You better get yourself together, darlin'  
Join the human race

How in the world you gonna see?  
Laughing at fools like me?  
Who on earth d'you think you are?  
Superstar, well right you are

Well, we all shine on  
Like the moon and the stars and the sun  
Well, we all shine on  
Everyone, come on

Instant karma's gonna get you  
Gonna knock you off your feet  
Better recognise your brothers  
Every one you meet

Why in the world are we here?  
Surely not to live in pain and fear?  
Why on earth are you there?  
When you're everywhere, come and get your share

Well, we all shine on  
Like the moon and the stars and the sun

Well, we all shine on  
Come on and on and on, on, on

Yeah yeah  
Alright  
Uh-huh  
Ah

Well, we all shine on  
Like the moon and the stars and the sun  
Yeah, we all shine on  
On and on and on, on and on

Well, we all shine on  
Like the moon and the stars and the sun  
Well, we all shine on  
Like the moon and the stars and the sun  
Well, we all shine on  
Like the moon and the stars and the sun  
Well, we all shine on  
Like the moon and the stars and the sun  
Well, we all shine on

### **STAND BY ME**

When the night has come  
And the land is dark  
And the moon is the only light we'll see

No, I won't be afraid  
No, I won't be afraid  
Just as long as you stand  
Stand by me

And darlin', darlin', stand by me  
Oh, now, now, stand by me  
Stand by me, stand by me

If the sky that we look upon  
Should tumble and fall  
And the mountain should crumble to the sea

I won't cry, I won't cry  
No, I won't shed a tear  
Just as long as you stand  
Stand by me

And darlin', darlin', stand by me  
Oh, stand by me  
Stand by me, stand by me

Stand by me, yeah

Whenever you're in trouble  
Won't you stand by me  
Oh, now, now, stand by me  
Oh, stand by me  
Stand by me  
Stand by me

Darlin', darlin', stand by me  
Stand by me  
Oh, stand by me  
Stand by me, stand by me

## **WOMAN**

For the other half of the sky

Woman  
I can hardly express  
My mixed emotions at my thoughtlessness  
After all, I'm forever in your debt

And woman  
I will try to express  
My inner feelings and thankfulness  
For showing me the meaning of success

Ooh-ooh, well-well  
Doo, doo, doo, doo, doo  
Ooh-ooh, well-well  
Doo, doo, doo, doo, doo

Woman  
I know you understand  
The little child inside the man  
Please remember, my life is in your hands

And woman  
Hold me close to your heart  
However distant, don't keep us apart  
After all, it is written in the stars

Ooh-ooh, well-well  
Doo, doo, doo, doo, doo  
Ooh-ooh, well-well  
Doo, doo, doo, doo, doo

(Ooh, well) Woman  
Please let me explain

I never meant to cause you sorrow or pain  
So let me tell you again and again and again

I love you, yeah-yeah  
Now and forever  
I love you, yeah-yeah  
Now and forever

I love you, yeah-yeah  
Now and forever  
I love you, yeah-yeah  
Now and forever

## **IMAGINE**

Imagine there's no heaven  
It's easy if you try  
No hell below us  
Above us, only sky

Imagine all the people  
Livin' for today  
Ah

Imagine there's no countries  
It isn't hard to do  
Nothing to kill or die for  
And no religion, too

Imagine all the people  
Livin' life in peace  
You

You may say I'm a dreamer  
But I'm not the only one  
I hope someday you'll join us  
And the world will be as one

Imagine no possessions  
I wonder if you can  
No need for greed or hunger  
A brotherhood of man

Imagine all the people  
Sharing all the world  
You

You may say I'm a dreamer  
But I'm not the only one  
I hope someday you'll join us  
And the world will live as one