

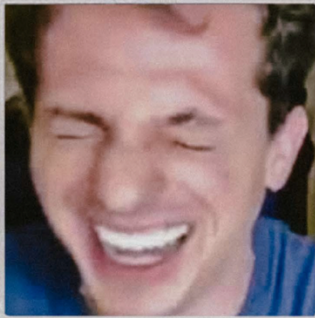
# CHARLIE PUTH

## “LIGHT SWITCH”

### Lyric Video



Sexy



Funny



Vulnerable



Quirky



Brilliant

**Artist:** Charlie Puth

**Song:** Track will be e-mailed via certified stream

TikToks: ([Light Switch \(@lightswitchputh\) TikTok](#) | [Watch Light Switch's Newest TikTok Videos](#))

**Budget:** \$5K

**Delivery:** January 18th

**Treatments by:** Monday, 1/10

#### About Charlie:

[Instagram](#)

[TikTok](#)

[Youtube](#)

**Background on the Song:** Charlie has been teasing his upcoming song “Light Switch” on Tiktok, giving fans a behind the scenes look of his writing process. The 6 videos he has posted regarding this song have racked up 106.2 million views so far. Charlie’s fans have been engaging with song as if they watched him create it from scratch. All content around this song should be in line with the thematic: Capturing an organic and natural presentation of Charlie and his talent.

#### Creative Notes for Lyric Video:

- Very DIY, however Charlie’s DIY is still elevated than most, so would still need to look polished and on his level/aesthetic
- There is also a direct to fan element, with Charlie going to his fans “first” and engaging with them around new music, his process, etc. = Should feel organic + personal\*\*\*
- Creatively we don’t want to emulate anything other influencers are doing on TikTok as Charlie has etched out his own lane amongst the platform and we want to lean in to that
- Album creative revolves around the idea of “Just Charlie”: Sexy, Funny, Vulnerable, Quirky and Brilliant.

- Treatments should not present Charlie as a “character” that is not based on who he really is.

**Look/Feel:** Raw/Unpolished, Cinema Verite, Sexy/Natural, Human/Fun

Yeah,  
Why you callin' at 11:30  
When you only wanna do me dirty  
But I hit right back 'cause you got that that, yeah

Why you always wanna act like lovers  
But you never wanna be each other's  
I say don't look back but I go right back and

[Pre-Chorus]  
All the sudden I'm hypnotized  
You're the one that I can't deny  
Every time that I say I'm gonna walk away

[Chorus]  
You turn me on like a light switch  
When your moving your body around and around  
Now I don't wanna fight this (No)  
You know how to just make me want you  
turn me on like a light switch  
When your moving your body around and around  
You got me in a tight grip (Yeah)  
You know how to just make me want you, baby

[Verse]  
Do you love it when you keep me guessing?  
When you leave and then you leave me stressing?  
But I cant stay mad when you walk like that, no

Why you always wanna act like lovers  
But you never wanna be each other's  
I say don't look back but I go right back and

[Pre-Chorus]  
All a sudden I'm hypnotized  
You're the one that I can't deny  
Every time that I say I'm gonna walk away

[Chorus]

You turn me on like a light switch  
When your movin' your body around and around  
No, I don't wanna fight this (No)  
You know how to just make me want you  
You turn me on like a light switch (Switch)  
When your movin' your body around and around  
You got me in a tight grip (Grip)  
You know how to just make me want you, baby

[Post-Chorus]

C'mon, C'mon, C'mon, C'mon, C'mon and show me how you do (Do)  
You want, you want, you want, you want, you want me to keep wantin' you (wantin' you girl)  
C'mon, C'mon, C'mon, C'mon, C'mon and show me how you do (How you do)  
You want, you want, you want, you want, you want me to keep wantin' you

[Chorus]

You turn me on like a light switch  
When your movin' your body around and around  
No, I don't wanna fight this  
You know how to just make me want to  
You turn me on like a light switch  
When your movin' your body around and around  
You got me in a tight grip  
You know how to just make me want you, baby

[Post-Chorus]

C'mon, C'mon, C'mon, C'mon, C'mon and show me how you do  
You want, you want, you want, you want, you want me to keep wantin' you  
C'mon, C'mon, C'mon, C'mon, C'mon and show me how you do  
You want, you want, you want, you want, you want me to keep wantin' you

