

= Hey You (Madonna song) =

" Hey You " is a charity song written by American singer Madonna who co @-@ produced it with Pharrell Williams . The song was released as part of the Live Earth campaign and was free to download from websites like MSN . It was released digitally as well as on the CD and DVD of the Live Earth concerts on December 4 , 2007 . Musically it is a stripped @-@ down , folksy ballad with straightforward , anthem @-@ like lyrics talking about how to save the world from destruction . The song received generally mixed reviews , with one group of reviewers commenting that the modest message of the song was uninspiring while others called the song sweet and commended Madonna 's commitment to charity .

" Hey You " was initially released as a free download for a period of seven days before being made available as a regular digital single . Once it had been released as a regular digital single , it entered the lower reaches of the sales charts of a few countries including the United Kingdom , Canada , Sweden and Switzerland . Madonna only performed the song once at the Live Earth concert , London , where she was joined by a choir of school children who provided backing vocals to her singing while the backdrops displayed images relevant to the song 's message , like natural devastations , different cultures and political leaders .

= = Background = =

" Hey You " was written by Madonna , who also co @-@ produced it along with Pharrell Williams in honor of the 2007 Live Earth concert in London . It was inspired by the climate change campaign . It became Madonna 's first released material to be written entirely by herself since " Gambler " (1985) . Live Earth was a music event that brought together more than hundred headlining artists in a series of concerts , two billion people and launched a mass movement to combat climate crisis . The concerts took place in cities like New York , London , Sydney , Tokyo , Shanghai , Rio de Janeiro etc . It marked the beginning of a multi @-@ year campaign led by The Alliance for Climate Protection to move individuals , corporations and governments to take action . The song was made available to be downloaded in MP3 and WMA formats on MSN 's Live Earth website . Microsoft pledged to donate \$ 0 @.@ 25 per download to the " Alliance for Global Climate Change " society for the first million downloads of the track . Live Earth founder Kevin Wall said in a statement , " We are thrilled that Madonna donated her art to Live Earth and is a part of this movement for us . "

= = Composition = =

" Hey You " is a stripped @-@ down , straightforward mid @-@ tempo ballad with influences of folk in it and features lyrics like " Hey you / Don 't you give up / It 's not so bad / There 's still a chance for us . " The lyric conveys the message that purifying your own soul can open the way , by which one can change the mind of others . According to The New York Times , the lyrics have straightforward , anthem @-@ like meaning with lines like " You can change someone else / Then you have saved someone else / But you must first love yourself . " Daryl Davis from Blogcritics felt that " Hey You " is about making the world a better place . The song begins with the sound of acoustic guitars , leading to an instrumental chorus , which according to Davis , is " simple and touching " .

= = Critical reception = =

Sarah Hall from E ! Online called the song to be unlikely inspiring to the listeners to hit the dance floor . Jon Pareles from The New York Times , while reviewing the Live Earth concert in London , said that the song and its lyrics like " Don ? t you give up / it ? s not so bad " are not exactly eloquent . While reviewing Madonna 's album Hard Candy , he commented that " Hey You " failed to be the equivalent of Madonna 's cover version of John Lennon 's song " Imagine " . He also noted that " [t] he song came and went , raising some corporate donations " . Alessandra Stanley from The New York Times commented that the song had a modest message with lines like " Don 't you give up / it

's not so bad / there 's still a chance for us . "

Michael Hirschorn from The Atlantic Monthly said that the song was proof that Madonna 's heart was in the right place . Responses from the Madonna fansites were also mixed with some fans decrying the track 's message as overly sentimental and the lyrics as weak , while others defended the song as " sweet " and " not that bad , " while commending the singer 's commitment to charity . Daryl D from Blogcritics felt that " even if the lyrics are slightly clichéd , Madonna gives her best vocal performance since the Evita years and adds feeling when the lyrics falter The production on this record is outstanding . It also proves that Madonna brings more to the table on her own records than her critics give her credit for because this sounds absolutely nothing like a song Pharrell Williams would produce . The acoustic guitars at the beginning lead to an instrumental chorus that is simple and touching . "

= = Chart performance = =

" Hey You " was promoted through the official Live Earth website and the July 7 , 2007 concert in London . There was no physical single released . However , it managed to chart in countries like Canada , Sweden and Switzerland in its second week of release based purely on paid downloads . In Canada the song entered for one week on the Canadian Hot 100 chart at position fifty @-@ seven and was present for one week only . In Switzerland , it entered the chart at number 60 , but fell down to number 91 the next week . The song started climbing up again and ultimately reached a peak of number 55 on the chart issue dated September 2 , 2007 . " Hey You " was present on the chart for a total of seven weeks . It debuted on the Swedish Singles Chart at number 58 and reached a peak of 57 , being present on the chart for three weeks . The song was also able to chart at the lower positions of the UK Singles Chart , at number 187 based on downloads . In the Czech Republic , it reached the top ten and peaked at number nine on the airplay charts . " Hey You " also entered on the Digital charts of Italy , reaching a peak of number 36 in its fourth week . In the United States , the song sold 3 @,@ 000 digital downloads after it was made non @-@ free on iTunes Store . The song was not eligible to chart on the Hot Digital Songs since both Billboard and Nielsen SoundScan do not allow free downloads to chart .

= = Live performance = =

On May 17 , 2007 , Warner Bros. Records announced Madonna as one of the seventeen headliners performing at Wembley Stadium for the London stop of the Live Earth concerts . It is still the only venue where Madonna has performed the song . Madonna 's set list was the last performance of the London leg before the concert moved to New York City . " Hey You " was the first of the set list which consisted of a total of four songs . It was also used as the bridging music between the bands performing at Wembley . The performance started with the symbolic turning @-@ off of lights of the stadium which plunged it into darkness except for the lights on the stage and that from the cameras . Actor Terence Stamp who compered the show , declared " Let ? s not be endarkened by this , let 's be enlightened by this . Let it be the beginning of an adventure ! " Madonna came out on the stage wearing a black satin leotard accompanied by a long line of children in school uniform . The children were compared to the Hogwarts school choir from the Harry Potter series by The New York Times . Madonna started singing the song while holding the amplifier in her hand . The backdrop imitated the song 's message by displaying a procession of images of environmental devastations like fires , nuclear power plants , suffering animals ? which altered with images of visionary leaders like Nelson Mandela , Aung San Suu Kyi , Mahatma Gandhi , and current political leaders like George W. Bush , Gordon Brown and Nicolas Sarkozy . The video progressed to display the image of underdressed but nonetheless festive African children tossing a globe into the air , where it resolved into an image of the Earth as seen from space . The idea of the video was to transpose the images of the world leaders with natural disasters . The lyrics of the song were also projected as supertitles . Backing vocals were provided by the children . The performance ended with Madonna and the kids coming in front of the stage and saluting the crowd . This

backdrop was created by Johan Söderberg and Marcus Lindkvist to support Live Earth . The performance saw an increase in Madonna 's digital and album sales . HMV reported that sales of Madonna 's 1990 greatest hits compilation The Immaculate Collection doubled up than that from the previous week of the performance . Also , there was an increase in the downloads of " Hey You " from the retailers .

= = Credits and personnel = =

Madonna ? writer , producer

Mirwais Ahmadzaï ? guitar

Pharrell Williams ? producer , guitar , keyboards

= = Charts = =