

Howard Music slams down the Kwaito beats with Dr. Malinga

Issued by [Howard Audio](#)

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Agency Ireland/Davenport commissioned Adam Howard to come up with some compelling travel tunes for SA Tourism's latest TV campaign: "Nothing's more fun than a sho't left". The TV spots feature the highly contagious all-singing, all-smiling, all-star talents of Dr. Malinga, and friends, as they dance, slide, paddle and twerk* their way through the best of Joburg, PE, Durban and Cape Town. The spots were conceived by CD Vanessa Klevansky, Art Director Gareth O'Callaghan and copywriter Stuart Sims. Egg Films' Sunu (back in SA after 7 years working in Hollywood) shot the action-packed spots.





Adam teaching Dr. Malinga how to dance

To flow with the stunning visuals and capture the "Sounds of Mzansi", Adam created an exciting, compelling and unique feel to an already well-known Kwaito track. Dr. Malinga locked down the new lyrics in one go and Mike Bester was called in to bust some grunge attitude into the mix on electric guitar.



When Adam heard that he was to re-record the hit remix by KalawaJazmee's DJ Vetkuk vs Mahoota (of the classic 80's song "Via Orlando" by Morna & Son), he decided that it was high time to reveal his secret past as a member of Kwaito legends - Brothers Of Peace - one of the first Kwaito outfits to use live musicians.

Intrigued, the agency folk prodded Adam to tell more and it came to light that back in the early days of Kwaito, Adam worked closely with DJ Oskido, toured with KalawaJazmee and collaborated with Masters At Work. "And don't forget about the likes of Kabelo, TKzee, Bongo Maffin and Mafikozolo! Kwaito is in my blood, baby, yeah!" Adam suggestively growled at the agency folk while doing a disturbingly accurate impersonation of Austin Powers.

View the TVC here:

Agency: Ireland/Davenport
Producer: Loli Bishop
CD: Vanessa Klevansky
Copywriter: Stuart Sims
Art Director: Gareth O'Callaghan

Production House : Egg Films
Director : Sunu Gonera
Producer : Grant Davies
Editor: Gordon Midgely - Riot Post Production

Featuring : Mike Bester - Guitars

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