

Howard Audio: Wired for sound

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Chevrolet - 'Wire Car'

McCann recently commissioned Howard Audio to score an original track for their latest commercial, "Wire Car". The music had to tell the story as the voice-over only appears at the end of the spot. The agency wanted a quirky track that could emotively captivate the brand essence. Adam Howard laid down a base of claps, finger clicks and some good ol' thigh slaps to get a fun beat going. In keeping with the folksy acoustic style, guitars were added by Andy Innes - Guitarist and musical director for Johnny Clegg. Our very own Lebo Maboja, audio engineer and music producer at Howard Audio, featured on vocals and electric guitars.

Watch the commercial below

South African Tourism - "Let us pamper you"

South African Tourism and Ireland/Davenport asked Howard Audio to compose a track for their latest TV Commercial. The music was scored to an upbeat tempo to echo each scene. This is just one of many commercials commissioned to Howard Audio by this prestigious client.

Watch the commercial below

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- **Howard Audio picks up 4 Creative Circle Best Of 2023 awards!** 20 Mar 2024
- **Howard Audio teams with In Bloom to bring awareness on gender issues** 13 Mar 2024
- **Howard Audio features at Creative Circle Awards** 15 Feb 2024
- **Howard Audio features in the Loeries rankings 2023!** 2 Feb 2024

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HOWARD AUDIO

At Howard Audio we do sound differently. Our composers and engineers combine original music, sound design and final mix in a state of the art studio to create emotionally captivating audio.

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