

Howard Audio tells musical stories for SA Tourism

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Howard Audio was recently commissioned by South African Tourism and agency Ireland-Davenport to compose original music for a campaign for SAT called "SA Stories". Four vignettes were created, comprising four groups, who were filmed on their first ever holiday in their own country.

"The brief was to compose a very delicate and emotive soundtrack," says Adam Howard, composer. I used a simple piano layered with strings, all based around a simple theme.

The films are shot in a very reflective way - and the soundtrack had to echo this while conveying a sense of hope and inspiration. I think we achieved this balance very well."

The family and friendship groups were sourced and filmed live in four different locations. Velocity Afrika shot the campaign with Mpho Twala directing.

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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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