

Howard Audio discovers gold in grey matter

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Agency Havas Worldwide recently commissioned Howard Audio to compose the original music for a TV campaign for "Mzansi For Science"...

Mzansi for Science is a movement created by the Department of Science and Technology to raise appreciation for science, technology and innovation (STI) in South Africa and to increase the levels of engagement with STI and related fields. It is a movement that aims to encourage South Africans to "Discover Gold in Grey Matter" by studying, supporting and investing in STI.

Velocity Afrika Films shot the commercial, directed by Mpho Twala.

'When we saw the footage, we were inspired,' says Adam Howard, composer and owner of Howard Audio. 'We laid down a bed of orchestral sounds that thematically bound the stories together and overlaid indigenous guitar riffs throughout the piece. Andy Innes, Johnny Clegg's musical director and guitarist, gave us just the feel we were looking for.' The track also interlaid subtle messages of aspiration and encouragement that are audible between the voice overs and the music.

A perfect metaphor for the coming together of talent and technology.

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Howard Audio

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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