

Howard Audio - A way with original music

Issued by [Howard Audio](#)

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Saatchi & Saatchi commissioned Howard Audio to compose an original music track for Samsung's new TVC, "A Way of Life". The brief was to echo the poetic cadences of the campaign's message. We scored a simple piano track, underpinned with rising strings and soaring to a triumphant yet contained climax. The music worked so well for Samsung that they have extended its reach to be used across other campaigns and media. Howard Audio was also responsible for the final mix.



We've composed a variety of music tracks for many blue chip ad brands throughout the years. Many have returned, time and again, for the music stylings they require to enhance their creative message. Many brands including MTN, BMW and Samsung continue to use Howard Audio to compose their brand music.

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▪ **Howard Audio features at Creative Circle Awards** 15 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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