

Hot coffee remix from Howard Audio

Issued by [Howard Audio](#)

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Howard Audio has been kept very busy lately - with a series of calls for re-records of classic music tracks. You may have heard our stylings in the [MTN 'Marvin' commercial](#) that has had over 3.4 million hits on Youtube! It's a tough act to follow, but we only have ourselves to blame!



Our latest commission was for Ricoffy's latest TVC to re-record Sipho Hotstix Mabuse's classic *Burnout*. The brief from agency Boomtown was to rearrange the track to enhance the narrative of the commercial.

"I was thrilled when this job came in," says Adam Howard. "I've performed with Hotstix many times in my career and love his music. This project gave me the opportunity and the honour to rearrange his music. We've heard he loves the track!"

The storyboard involved rendering a couple of sad human moments, resolving to a contemporary version of the classic to which Adam added brass for sparkle. Timothy Moloi delivered supreme performance vocals, as always.

The spot is directed by Tebogo Malope of Bomb Commercials.

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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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