

Howard Audio burns Hotstix Mabuse's classic for MTN

Issued by [Howard Audio](#)

9 Dec 2021

The MTN Summer Campaign is out. Howard Audio was chosen to be the musical force behind the campaign, which utilises the classic Hotstix Mabuse song, "Burnout."

The agency brief from TBWA was to own the word "Data" this summer. We were initially briefed to create the music for the radio campaign and recorded some famous melodies - just using the word "Data"! Click here to listen to "[Here Comes The Bride](#)":

The efficacy of the radio production inspired the TV campaign. As Adam explains, "We used the original Burnout track as a bed and added some more contemporary sounds, making sure not to lose the charm of the original. We worked closely with director Anton Visser of Patriot films, who had some clear musical ideas. We recorded the music prior to the shoot as the actors needed to sync to the sound. This also gave the editor a solid foundation to work on. Having performed many times in the past with Sipho Hotstix, this was a real honour and pleasure - I mean - who doesn't love Burnout!"

Howard Audio also performed all audio post and final mix.

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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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