

Howard Music puts the 'fizz' in Berocca TVC for JWT and is now open at Ministry Of Illusion

Issued by [Howard Audio](#)

26 Aug 2008

Howard Music went live for business this week at the West Studio - Ministry of Illusion, Bryanston, JHB. Offering a broad range of services which include original composition, arranging, musical direction, music search and stripe, final mix, audio to picture stripe and more, the investment of our time and money in the new premises and gear has already begun paying off. Recent work includes the latest Berocca TVC for JWT.

Feel free to drop by and see us at the new premises and pick up our new showreel while you're here. With state of the art equipment and a custom-designed control room and booth, we're really looking forward to working here with all our loyal clients. We have some new jobs coming off the presses soon, so be sure to check the site in the weeks ahead at www.howardmusic.co.za.

Recent work includes the latest Berocca TVC for JWT. Adam Howard's brief by the agency was orchestral, but with a modern twist. "I used a number of live orchestral session musicians, but used the latest orchestral samples to give the impression of a large orchestra. Modern loops and beats were used to up the pace of the music." [Click here to view the Berocca TVC.](#)

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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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