

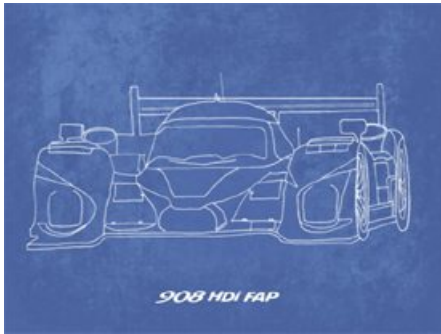
Howard Music scores the latest Peugeot TV campaign for Saatchi & Saatchi

Issued by [Howard Audio](#)

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The latest TV campaign for Peugeot is one of the many jobs Howard Music has been busy with lately. Also recently completed for Saatchi & Saatchi was original music for a Pampers "Way fit" TVC to be used in Nigeria and Ghana. Y&R has also had music composed for a Nutriday TVC...

Peugeot TVC - Saatchi & Saatchi / Ministry Of Illusion



Saatchi & Saatchi recently commissioned Adam Howard of Howard Music to compose the original music for the latest Peugeot TV campaign. Twelve 10-second spots will be aired. All use the same music, and final mix is also completed at Howard Music. Animation was done at Ministry Of Illusion, home to Howard Music. "It's important to be near the picture, and on this project, being close to the animation made the creative process easier."

[Click here to view the Peugeot TVC.](#)

Pampers TVC - Saatchi & Saatchi



Also for Saatchi & Saatchi, Adam Howard scored a TVC for Pampers. The brief was to create an African sounding backtrack to accompany the "dancing baby". The ad is to flight in Nigeria and Ghana. Again, final mix was also done at Howard Music.

[Click here to view the Pampers TVC.](#)

Nutriday TVC - Y&R



Y&R had a five-second music sting composed to end off a recent TVC for Nutriday. The five-second sting is to be used on future Nutriday projects and had to fit in with the orchestration of the library music being used. The Front produced the TVC (Director - Ian Wilson, Producer - Di Wilson) with Deepend Post providing the editing (Paul West). Final mix - Adam Howard.

[Click here to view the Nutriday TVC.](#)

ABSA “E’Kasi” radio spots

E’Kasi is an interactive edutainment sitcom series broadcast weekly on 5 x ALS Station and Gagasi FM from April - July 2009. E’Kasi has at its heart a soapie drama tapping into a dedicated following who make a regular weekly appointment with the program.

The E’Kasi track is a fusion of township jazz, kwaito beats, live brass hooks and genuine Kasitaal. The track is a collaboration between Howard Music and Creatrix, and features top rapper “Flabba” of Swatta Kamp fame.

[Click here to hear the Absa jingle.](#)

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