

Howard Music wraps up 2010 in style. Feel it, Christmas is here!

Issued by [Howard Audio](#)

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Volcano Advertising recently connected with Howard Music to compose the music for the Altech Autopage Cellular "Connecting you to more" TVC campaign.



Altech Autopage Cellular "Connecting you to more" TVC.

Volcano Advertising recently commissioned Howard Music to compose the music for Altech Autopage Cellular's "Connecting you to more" TVC campaign. The brief was to compose something different to give the TVC a fresh summer feeling. Adam Howard explains, "I have an old gramophone player in the studio that came with a selection of old 78's. One of the records is a version of the song, 'Cuban Pete', performed by 'Felix Mendelssohn & His Hawaiian Serenaders' in the 1940's. Client really liked the quirky

music of the old 'Cuban Pete' track combined with the unique old gramophone sound. We used special audio FX to emulate the sound of the player. We selected a slide guitar as the lead instrument, layered over a contemporary beat. We worked closely with Glenn Jeffery (Creative Director) Beth Frank (Art Director) and Tasha Hodgson (Copywriter). Howard Music also completed the final mix at Ministry Of Illusion where all animation and post was done."

[View the ad here.](#)

So that's it! 2010 is nearly over, and what a year it was for Howard Music. The 2010 FIFA World Cup brought us great soccer matches, and we were fortunate to have had some great jobs come our way: performing at the official kick-off concert with the likes of Hugh Masekela, John Legend and Angelique Kidjou; composing the music for the SABC 'Feel It, It is here' campaign; musical direction for two massive events for Blue Moon; lots of TV and radio commercials and a few awards along the way. And of course, all the work we do for MOI where we call home.

We want to thank all our clients, and wish all our friends a peaceful Christmas time, and the very best for the new year - 2011!

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- " **Howard Audio picks up 4 Creative Circle Best Of 2023 awards!** 20 Mar 2024
- " **Howard Audio teams with In Bloom to bring awareness on gender issues** 13 Mar 2024
- " **Howard Audio features at Creative Circle Awards** 15 Feb 2024
- " **Howard Audio features in the Loeries rankings 2023!** 2 Feb 2024

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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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