

# Three reasons why you haven't heard from Howard Music lately...

Issued by [Howard Audio](#)

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- a) He's been practising Beethoven's Violin Concerto backwards on his trumpet?
- b) While scoring a science fiction film he got sucked into a wormhole and spent the last year trying to get back to the year 2011.
- c) He got so wrapped up in conducting orchestras, directing music for huge events and composing award winning tunes for commercials that he just never got around to it. **UNTIL NOW!**

Howard Music is proud to announce that we have recently jacked up our toys, fine tuned our logo and launched a smashing new website jammed with sonic delights in every flavour of the musical rainbow. Oh, and welcome to the first edition of our new monthly press release affectionately dubbed the "HOW HOW".

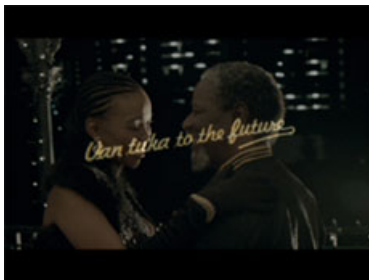
Take a sneak peek at what Adam has been up to:



## KICKING SOCCER SCORE FOR MTN

Metropolitan Republic asked Adam to score MTN's 8 soccer tournament TVC. The brief called for an epic soundtrack akin to Carmina Burana's "O Fortuna" but with a sporty twist in the lyrics nick-named "Wafa Wafa" or "it's do or die". The spot was directed by Keith Rose from Velocity Films.

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



## JAZZY HOUSE MIX FOR MZANSI MAGIC

Adam was asked by Ogilvy JHB to remix the classic Ali Katt song- "let the good times roll" for local Pay TV channel Mzansi Magic. The "Van Tuka To The Future" theme mapped a cultural journey through time and the soundtrack was treated to echo the style of various high profile South African celebrities kicking it at a vibrant house party. The spot was directed by Mpho Twala from Velocity Afrika.

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



## POWER OF VOICE FOR VICKS

Velocity Afrika commissioned Adam to compose an emotive orchestral piece that would enhance the "Power of Voice" theme and melodically melt into a pre-recorded vocal track for the latest Vicks TV commercial; "Speak Up Nigeria". Again, the great team from VA was Mpho Twala (director) and Monareng Makwetla.

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

Sound has the power to substantially increase the emotional impact of a message, especially when it is expertly designed to strike the right chord with the right audience at precisely the right time. Visit us online to find out how Howard Music can

help you slice through the noise and establish a deep and loyal relationship with your listeners.



That's it for this edition.

Howard Music

P.S. Did you know that sound waves can travel below the order of mental defense structures and deliver a deeper experiential state of harmony? Oh! Now we have your

attention...

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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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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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