

Howard Music sizzles for latest Wimpy TVC

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The festive season is once again upon us and Howard Music is proud to announce that we did more than jingle a few bells at the Loeries this year, we were the official audio post production facility. Our new website is clocking hits, and while everyone else is looking forward to some well deserved down time, Adam is hard at work convincing Santa that it's high time for a musical makeover! Here's what Howard Music has been up to:

MR SANDMAN RE-RECORD FOR WIMPY/METROPOLITAN REPUBLIC TVC



Metropolitan Republic asked Adam to go back to the future and retune the classic 50's track "Mr. Sandman" by the Chordettes. A 9-year-old star-in-the-making, Raphaela Nicolettis, opened the track and 14-year-old Georgia Harris carried the lyrics home. To up the tempo and add a quirky twist Adam used Nic Nicolaidis and Don Boroughs on backing vocals and some good old banjo played by "hot fingers" Ray Green. Jason Fialkov directed for Egg Films while Agency CD was Pete Khoury and copywriter was Rudolph Van Rensburg. Click here to view the TVC - http://www.youtube.com/user/howardmusic1?feature=mhee#p/a/u/0/Kli6JfAno_A

As an exceptionally flexible and highly experienced musical director, Adam regularly collaborates with the Johannesburg Festival Orchestra. He leads the Johannesburg Big Band, so when he is not making magic in studio he directs a wide variety of live events and performances.

An unforgettable musical identity raises your brand from the depths of obscurity and dramatically increases retention and action. To tune your audience with the right blend of style and attitude contact Adam today or [click here](#) to visit Howard Music online now.

Other recent work worth mentioning again:

JAZZY HOUSE 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.

View the spot [here](#).

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".

View the spot [here](#).

KICKING UP SCORES FOR MTN

Metropolitan Republic asked Adam to score (pun intended) MTN's 8 soccer tournament TVC. The brief called for an epic



standtrack, win 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.

View the spot [here](#).

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