

# Engen fills up at Howard Music!

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HOWARDy Partners! While the world's been anxiously awaiting that end of January pay cheque, Howard Music has kicked in the new year with a foot-tapping, knee-slapping, bluegrass bang! See how Engen filled up at Howard Music...

## Trolley ho down



Drafftcb Cape Town commissioned Howard Music to throw in everything but the kitchen sink for the new Engen TVC. The brief called for an old-fashioned Country and Western feel but without the duelling hillbilly yelps. Adam grabbed a dry JB Arthur (the vocalist not the bottle) and persuaded Ray Green to tickle the banjo. To stay true to the swampy rhythms and give the track a folkie brass band twist, Adam went to town with everything from metal deck chairs and clanking spoons to knee knobs and a kazoo. The offbeat spot was produced by Humanoid, and director Terence Neale vehemently denies that it was his idea to include a human trumpet on the track.

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

## Bands up!

ThatchMusic and True Colour Events invited Adam to perform In Accra, Ghana, with Loyiso Bala and Gloria Bosman at the CAF African Footballer of the Year Awards. A big ups to James and Jaydine of Thatch for a job well done!

And just to prove that composers are braver than their clients think, Adam took a walk on the wild side of Rwanda over the holidays with some heavily armed local guerrillas.



Remember. A fresh and unforgettable sonic identity can cut through the clutter and make a deep and lasting impression on your audience. If you haven't treated your listeners to some well-deserved audio delicacies recently, click [here](#) to visit Howard Music online now.

Yeehaa! The jig is up and that's all, folks!

Howard Music

P.S. No! This does not mean that dungarees, camouflage or AK-47's are back in fashion!

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