

Howard Music composes three original and emotive soundtracks for 1Life

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House Of Brave recently commissioned Adam to compose a trio of beautifully shot TVC's for 1Life. Far from quirky jingles and swinging big band tunes, each commercial called for its own authentic orchestral sound in permutations of 2 minutes and 30 second TVC's.

Is there a secret chord, hypnotic harmony, or magic musical instrument endowed with the power to not only slice through the white noise of our cluttered modern age, but also penetrate the inner most sanctum of the human heart?

What would the love of a parent for his or her child sound like? Yes, we could try to imagine how heartwarming, emotive, and outright powerful such a sound must be, but how do you capture that pure essence and share those intentions with the world?

House of Brave recently commissioned Adam to do just that for a trio of beautifully shot TVC's for 1Life. Far from quirky jingles and swinging big band tunes, each commercial called for its own authentic orchestral sound in permutations of 2 minutes and 30 seconds.

Penned by talented writer, Peet Engelbrecht, the campaign centres around the relationships and unspoken bonds between a variety of characters. From a rebellious teen lashing out with a tattoo, to a nervous bride on her wedding day, to the dream of flight shared between a boy and his visionary grandfather, each story rouses passion in a truly unique and classy way.

To ensure that all three tracks fused into one unforgettable sonic memory, Sweet Spot's Miles Goodall and Gareth Paul met up with Adam before the shoot. After the usual brainstormers, coffee, snacks, and more coffee, a vision emerged, and Adam succeeded in not only capturing the mood, but also added an epic cinematic edge to the TV spots.

From the first rough edits, it was obvious that the stunning visuals and compelling narrative demanded live musicians, so Adam recorded a small string ensemble using players from the Johannesburg Festival Orchestra and worked his sonic magic to transform the tracks into a multi-layered 40 piece string orchestra.



With a stellar cast of talented industry legends working behind the scenes like Miles Goodall, Gareth Paul, Linda Notelovitz, Vanessa Pearson, Peet Engelbrecht, Nic Goodwin, Loli Bishop, and Jo Morrison, the brief had no choice, but to come to vivid life.

Still wondering what raw emotion sounds like? Check out the final spots below and don't be alarmed when you feel a tingling sensation running up and down your thorax, or a slight tugging in the upper cardiac region!

Credits for 1 Life TVC's:

Production House *Sweet Spot Content*

Directors Miles Goodall & Gareth Paul

Producer Linda Notelovitz

Editor Nic Goodwin

Agency *House Of Brave*

Creative Director Vanessa Pearson

Copywriter Peet Engelbrecht

Art Director Jo Morrison

Producer Loli Bishop

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