

## Howard Music serves up a double barrel of lip-smacking soundtracks for Ocean Basket

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Just back from a European tour as musical director for Willam Kentridge's multi-media, avant-garde chamber opera - "Refuse The Hour," and standing in as MD for SABC's "Strictly Come Dancing," Adam Howard is back in the driving seat at Ministry Of Illusion, and recently served up a double barrel of lip-smacking soundtracks for the latest Ocean Basket TVC's.





House of Brave commissioned Howard Music to compose two lively original scores for the latest duo of Ocean Basket TV commercials. Copywriter, Peet Engelbrecht wanted a distinctly Mediterranean sound but with less of a country-specific feel, but was also heard saying: "Think Spongebob vs. Little Mermaid and try to make the food sound extra lekker, bru."

To give the Mediterranean tracks an organic touch, Adam threw in some alternative instruments like a slippery acoustic drum kit and a classic organ and fished out two of the country's best acoustic guitar players (Ray Green and Mike Bester) to give the vibes just a dash more zing. View the two TVC's [here](#):

## Credits for 1 Ocean Basket TVC's:

Agency: House Of Brave

CD: Vanessa Pearson

Producer: Loli Bishop

Copywriter: Peet Engelbrecht

Art Director: Jo Morrison

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