

Wired for sound - Howard Music and Dion Wired

Issued by [Howard Audio](#)

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Howard Music recently scored the music to the latest Dion Wired TVC - named "The Visitor". The commercial was conceptualised by agency - Ireland Davenport and was shot by director Slim of Egg Films.



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The commercial relies on emotive and heartfelt storytelling, with a touch of technical wizardry around a bird, to depict the connectivity of a family using the Dion appliances. The result is a more subtle approach than viewers are used to for retail brands.

"The brief to me as the composer," explains Adam Howard, "was not to worry too much about hitting every sync point with a musical idea - but to rather compose a song that could live outside the ad. We played around with lyrics but that fought too much with picture - which was already telling the story. In the end - I had my vocalist - Veronique Lalouette - just do some simple humming - no words."

Music produced by Howard Music - Adam Howard

Title: Dion Wired "The Visitor"

Agency: Ireland-Davenport

Producer: Loli Bishop

CD: Matthew Brink & Adam Livesey

Production House : Egg

Director : Slim

Featuring :

Vocals: Veronique Lalouette

Piano: Adam Howard

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