

Howard Audio puts a shine on safety

Issued by [Howard Audio](#)

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Howard Audio is fast growing into our brand-new three-studio complex at the Ministry of Illusion. This is borne out by our name change and new corporate image. It's a small word change which translates into Howard Audio offering a full spectrum of audio and music services, from album recordings and original music, to final mix TV commercials and radio campaigns. Original music has kept us very busy over the past few weeks... here is some of our latest work.

Castle Milk Stout "Hands" TVC

Metropolitan Republic has worked with Howard Audio to compose many of the Castle Milk Stout TV and radio commercials over the years. The latest Castle Milk Stout TVC utilised an existing piece of music composed for a previous Castle Milk Stout commercial that won the 2014 SAMRO "Wawela" award for best composition in a TV commercial. Adam reworked the track to fit in with the new visuals.



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Momentum "Be Seen on The Safe Side" Music Video Ft. Brandon October

Ogilvy PR recently rolled out the "Be Seen On The Safe Side" campaign for Momentum Short-term Insurance. The challenge from the client and agency was to communicate the campaign messages in a series of musical and visual symbols that illuminate the online space to make South Africans conscious of safety in their personal, communal and financial lives.



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Together with creative director Lynn Joffe, we created a catchy song featuring Brandon October whose voice and persona fit perfectly with the message and campaign values. The song amplifies and illuminates the exciting visual track, filmed in downtown Johannesburg in the rain, and will be used for internal communications, live activations, ringtones and radio play.

Salvation Army "Celebrating 150 Years" TVC

Agency Owen Kessel recently approached Howard Audio to work on the Salvation Army's "Celebrating 150 years" campaign. The brief was to not go down the usual Salvation Army route of using typical brass band instrumentation. Howard composed a more upbeat and inspiring track to reflect the lightness of the visuals. Animation was done at Ministry Of Illusion.



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To learn more about the new Howard Audio and to stay up to date with our latest work be sure to check out our new website at www.howardaudio.co.za.



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See how Howard Audio's new logo was made.



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Read more about Adam's experience working with William Kentridge at this year's Design Indaba.

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HOWARD AUDIO

At Howard Audio we do sound differently. Our composers and engineers combine original music, sound design and final mix in a state of the art studio to create emotionally captivating audio.

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