

Howard Music lays down some soothing tunes for new Sta-Soft TVC

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Although 2012 may stick out as the year of Zuma's painted privates, around here, MMXII will always be remember as the year that Howard Music truly went global. After a hectic few (dozen) months on the road as William Kentridge's Musical Director, Adam still somehow managed to produce a string of classy TV and Radio commercials here in SA.





Many wondered how Adam could be in two places at once. Some even speculated that he had secretly perfected the art of teleportation, but we can now reveal that Duane Arthur was the secret weapon behind it all. When "The" Adam is away, "The" Duane not only oversees final mix for Howard Music, but also manages library music requirements at the Ministry Of Illusion, and helps out on bespoke music compositions too.



Here's a taste of what Howard Music got up to in the first few months since the world didn't end, again.

Y&R JHB commissioned Adam to compose a warm and fuzzy soundtrack for the latest Sta-Soft TVC. The brief called for a simple and gentle track that would sooth the listener and embody the idea of a mother's love. To everybody's surprise the track transformed into a magical lullaby when a heavily pregnant Veronique Lalouette added some of her natural

motherly energy to the mix.

Producer: Nikki Shackelford
Copywriter: Andrew Vrodlijak
Creative Group Head: Leon Curling-Hope

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HOWARD AUDIO

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