

Howard Audio remakes *Weekend Special* for Cell C

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Howard Audio recently had the privilege of re-recording Brenda Fassie's classic song, *Weekend Special*, for Cell C's Summer Campaign. The campaign had a transmedia strategy, rolling out across all media.

Howard Audio took charge of music composition and audio final mix. "This was such a fun job," Adam says. "And having had the pleasure of working with Brenda Fassie in the early 2000s, it meant a lot to be given the responsibility of recording this classic song. Working closely with director Mfundo Mkhize of Ola Films, we had to get the music composed before the shoot - as syncing to on-set sound and choreography was imperative."

Using the best session musicians in the business, we recorded a full-length version of the classic song and cut that down to suit each commercial.

Click here for a [behind-the-scenes](#) peek of the action at Howard Audio.

Click [here](#) to watch the final 40-second TV commercial.

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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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