

# Howard Music inspires new ways for Brand SA and Publicis

Issued by [Howard Audio](#)

28 Aug 2012

Hot on the heels of several sold-out performances as William Kentridge's Musical Director at the Avignon festival in France, Adam Howard is back in the driving seat at the Ministry Of Illusion and scoring up a storm for Brand South Africa and Publicis.

## A riveting soundtrack for a rainbow nation



PUBLICIS SOUTH AFRICA asked Howard Music to compose an original score for Brand South Africa's much-awaited TV Campaign dubbed "Inspiring New Ways". The emotionally super-charged spot was filmed between South Africa and Los Angeles and features several leading South African sports stars, celebrities, entertainers, and entrepreneurs.

"To capture the essence of the South African can-do spirit, we composed a moody Coldplay-esque vibe and successfully managed to distil the ideals of the slogan: *Inspiring New Ways* into a subtle and appealing soundscape" says Howard.

The launch TVC was Executive Produced by Glen Bosman from Catapult Films, with Lourens Van Rensburg Directing, Moses Semanya as Assistant Director, and Matthew Barnes from Publicis overseeing as Executive Creative Director with Hazel Van Jaarsved as producer. Help yourself to a spike of national pride and [click here](#) to see the ad.

## Rocking the Pro Shop



Just to prove that working with Kentridge and conducting to standing encores in some of Europe's most celebrated opera halls did not make him a softy, Adam decided to mosh the tempo and severely punish the electric strings with a decidedly bad boy metal score for the latest Pro Shop TV Commercial to be showcased at various exclusive events nation wide.

Duane Arthur (son of famous composer J B Arthur) is Adam's right-hand man at Howard Music, and has helped out on numerous composing jobs. Both jobs in this press release utilised Duane's composing, producing and playing talents. This spot was produced by the usual talented suspects at The Ministry Of Illusion (where Adam just happens to be the in-house composer). Grab your Zippo and [watch it here](#).

P.S. Keep your eyes glued to this space for more ear-gasmic sonic delights coming soon!

" **Howard Audio joins forces with Kabza De Small and Ofentse Pitse with Red Bull Symphonic** 25 Apr 2024

" **Howard Audio picks up 4 Creative Circle Best Of 2023 awards!** 20 Mar 2024

" **Howard Audio teams with In Bloom to bring awareness on gender issues** 13 Mar 2024

" **Howard Audio features at Creative Circle Awards** 15 Feb 2024

" **Howard Audio features in the Loeries rankings 2023!** 2 Feb 2024

#### [Howard Audio](#)

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.

[Profile](#) | [News](#) | [Contact](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>