

#LoeriesRanking with... Robroy Music

 By Leigh Andrews

23 Feb 2018

Independent music company Robroy Music's founder, Rob Schroder, lets us in on their successes on the award track and the intricacies of composing music and sound design for all formats of advertising.



Team Robroy: Schroder, Shannon, Stansfield and Loureiro.

They identify as Lego people in the [‘team’ section of their website](#) but founder Rob Schroder; classically trained pianist Lorraine Shannon; recording engineer and sound designer Andrew Stansfield, who has recorded the likes of TK Zee and Ladysmith Black Mambazo; Mig Loureiro – former drummer for Evolver, now recording engineer, programmer, re-mixer, drummer and guitarist; and general manager Candy Rall, are all larger than life.

Take Schroder, for example. In addition to having discovered, signed and produced multi-platinum artists Ringo Madlingozi and Mango Groove, his soundtracks have featured on over 12,000 TV, cinema and radio commercials. Schroder himself features with Academy Award-winning actor Sir Ben Kingsley in the Santam TV/cinema commercials, gold Loerie-winning ‘Real McCoy’ and ‘Back at Ya’.

Schroder and Shannon, known to be blessed with perfect pitch, went on to compose and produce the soundtrack for London's winning bid for the 2012 Olympics:

So Schroder is clearly a jack of all trades, having founded Robroy Music 35 years ago and also serving as composer and producer.

He works on various music tracks and sound design for commercials for various clients, a number of which gained recognition at the most recent Loeries, such as 'TV and cinema commercials - up to 90s' campaign silver and a 'TV crafts – best use of licensed music' craft certificate on 'Pa Rum Pum Pum Pum' for Pick n Pay through King James II, which offers a humorous look at the flip-side of Christmas, with Ladysmith Black Mambazo singing the Robroy arrangement of 'Little Drummer Boy':

The Cell C [C-Surance 'iGugu' campaign](#) - 'Lebo', 'Nomsa', 'Siya' by FCB Africa also picked up overall campaign craft for 'music and sound design', as well as craft certificates in direction and performance.

Robroy has also worked on former Loeries' Grand Prix-winners 'Young, Gifted and Black' by Ogilvy SA for Channel O and 'Beautiful' by King James for Allan Gray.

As a result, Robroy Music was ranked as the third-best radio recording studio in the Loeries Ranking 2017, a new entrant to the ranking based on the radio communication category alone. Schroder himself also shone in joint-eighth position in the music and sound composition 2017 table.

I caught up with Schroder to find out how they plan to extend their winning streak this year and who they admire most in the industry...

■ ***What do you attribute this year's successes to?***

We have been consistently successful at the Loeries over the past 25 years. We are fortunate to get interesting and creative briefs from the ad agencies.

■ ***What plans are already underway to better your ranking next year?***

We rely on briefs from agencies or clients and have a talented and dedicated team of composers who will do their best to create memorable, interesting, original music tracks and sound design.

■ ***How does the 2017 Loeries flock differ from your haul the previous year?***

Fortunately, we have had consistent success at the Loeries and at international awards.

■ ***Tell us who you personally admire in the industry.***

John Hunt of TBWA\Hunt\Lascaris is a highly respected veteran of the industry. Film director Zwelethu Radebe from Egg Films is a real talent.



Zwelethu Radebe wins four awards in three weeks

Egg Films 26 Jul 2017



Lots to look forward to creatively from 2018! As a heads-up on the coming year, you can watch two of the pieces of work they're entering into Loeries 2018: 1st for Women's ad below, featuring the Robroy re-recording of 'You Don't Own Me'; and Showmax 'Grandpa', which features team Robroy's re-recording of Michael Kiwanuka's song 'Home Again'.

[Click through](#) to our Loeries' special section for more, and visit the Robroy Music [website](#) to view all their other works..

ABOUT LEIGH ANDREWS

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