

# Howard Audio answers Emtel's call!

Issued by [Howard Audio](#)

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Howard Audio is on air in Mauritius! We've just wrapped the post-prod with Velocity Afrika, Cread + FCB Mauritius as composers of the original music track for telecommunications company - Emtel.

The commercial starts with various vignettes of a family stuck in their everyday lives. A bright red light appears in the sky and illuminates their various activities all thanks to the connectivity of the brand. The music followed this story arc from virtual despair to ultimate bliss.

Our brief was to compose a moving cinematic score that accentuated the story. The beginning of the piece is slow paced to echo the imagery, moving into a more triumphant and uplifting mood.

We added to the orchestral sound with electronic and acoustic guitars to give the piece a more contemporary feel.

Client wanted their sonic signature sting to be woven into the new score. So we played around with re-harmonising the melody of the Emtel mnemonic and used that theme throughout the commercial.

The TVC was created for the Mauritius market.

Watch it here...

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## 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.

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