

Howard Audio remakes *Weekend Special* for Cell C

Issued by [Howard Audio](#)

1 Dec 2021

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.

- **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



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>