

Howard Music rocks Nigeria... and Limpopo... and Steve Hofmeyr

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From the soundtrack of a Nigerian TVC to a killer track for Smoothies on local youth radio and in studio with Steve Hofmeyr, Howard Music is rocking the airwaves around the continent...

Legacy Realities TVC for Nigeria with Ministry Of Illusion



Production of a 45-second TVC for Lagos-based company "Legacy Realities" was recently finished by Ministry Of Illusion. With Howard Music being based at the Ministry of Illusion premises, we often do their in-house compositions. MOI called Howard Music on board to create the evocative soundtrack to illustrate the visuals of this 45-second TVC.

Adam Howard composed a contemporary African track containing rhythmic and melodic aspects of Nigerian music. The track features renowned Nigerian guitarist Kunle Ayo who also added local flavour as the voice-over at the end of the commercial.

African Motion Pictures shot the ad with CD Justyn Davies and DOP Clive Lawrie. Neil Gow from Glasshouse edited the footage, and all animation and post production was supplied by Ministry Of Illusion. Clients are now offered a full range of production services at MOI, from animation to music composition.

[Click here to view the Legacy TVC.](#)

Omo music tags for Lowe Bull

Lowe Bull commissioned Howard Music to create a music tag/sting to end the latest Omo campaign. The tags are being used in a number of different scenarios on TV and radio. The brief was to create a five-second sting that sounds like children playing a clapping game in a playground.

[Click here to view an excerpt of the ad.](#)

"Smooth Moves" for Tiger Brands with Creatrix

"Smooth Moves" (for the product Smoothies) is a dynamic, interactive DJ/talent search, featuring on different youth stations every Friday from April 2009. Howard music worked closely with Creatrix on the campaign from the music to the mixing of spots.

The core of the concept is the Smoothies music track composed by Adam Howard and Lynn Joffe (Creatrix) for the interactive aspect of the campaign. The track was also used for promo spots and billboards.

Contestants will be encouraged to participate by downloading the Smoothies ringtone, a catchy, hip, branded music track over which they can practice their stylings before being chosen to perform on the radio and win a prize valued at R30 000.

[Click to hear the Capricorn FM spot.](#)

IN STUDIO

Busy performing as a session musician, Adam has also been in studio recently with artists as diverse as DJ Cleo and Ste Hofmeyer, adding his unique touch to their current productions and keeping abreast of the latest trends in SA music.

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