

# Howard Audio swings into action with First Choice

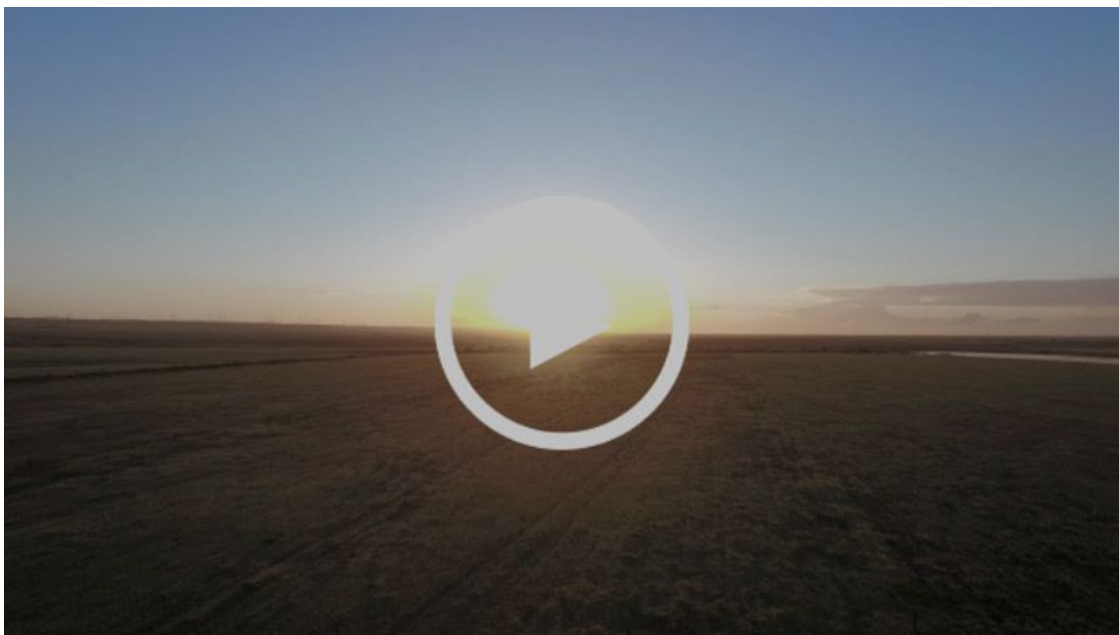
Issued by [Howard Audio](#)

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Howard Audio was recently commissioned by Boomtown to compose a big band swing piece for Woodlands Dairy's new TV campaign for its product, First Choice "It's All Good".

This was right up Adam Howard's alley as he is the founder and musical director of the Johannesburg Big Band. The commercial was shot at the actual Woodlands Dairy in a bucolic setting where life is "all good". The jazzy, feel-good track was created to reflect the brand positioning statement. Adam worked on lyrics with Creative Director Ross Ventress to paint an aural picture of the mood. Tim Moloi brought the song to life with his inimitable vocals stylings.

Watch the ad below.



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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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