

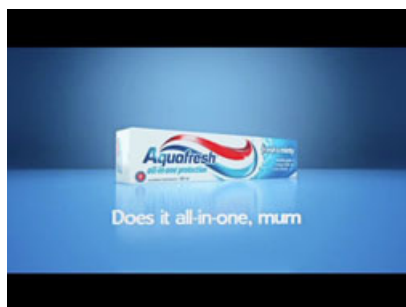
A glass and a half of quirky for Cadbury and a new twist in the Aquafresh tale...

Issued by [Howard Audio](#)

13 Jun 2013

Howard Music is proud to announce that Adam is back in the driving seat at Ministry of Illusion and spinning tunes like there's no...loading...loading...no internet, maybe tomorrow. In between waxing the final mix for Ministry Of Illusion and playing musical director for the 2012 Toyota Car Dealer Of The Year Awards, this is just a taste of what Adam has been up to.

Aquafresh TVC



TBWA\Hunt\Lascares commissioned Adam to compose music for the latest Aquafresh TVC. The brief called for a gentle and uplifting track, Zarcia Zacheus was chosen to feature on vocals. The music had to hit certain key emotional points and flow seamlessly into a new 4-second audio sting, the client loved the fresh twist so much that they are now using it all over Africa.

[Click here to view the Aquafresh TVC](#)

And now for a bit of light-relief...

Cadbury Dairy Milk - Radio Commercial



Ogilvy JHB asked Adam to dig deep into his magic hat of quirky for the latest Cadbury Dairy Milk radio campaign. The spot starts off describing a scenario and suddenly out of the blue the "Joy Squad" suddenly shows up to surprise potential competition winners. The track has a whacky carnival-gone-crazy feel, Adam used a variety of old 1960's sounding organs and literally went to the circus on the track. Bells, whistles and LOL comedy included.

[Click here to hear the Cadbury radio spot](#)

Producer: Tracey Holme

Copywriter: Ruby Fourie

Creative director: Tseliso Rangaka

Stay tuned for more musical mayhem coming soon.

- **Howard Audio sharpens its Pencil at the One Show Awards** 24 May 2024
- **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](#)



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>