

Howard Audio bags two Cannes Lions

Howard Audio is thrilled to announce that the commercial for which we composed the original music, Allan Gray's 'Father's Share', has won bronze and silver Film Lions at this year's 66th Cannes Lions Festival of Creativity.

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King James II Johannesburg was the agency with the vision and the film was shot by Peter Pohorsky of Plank Films. Howard Audio composed the music that took the commercial to even greater heights.



"Music has the capacity to build emotion like no other element of filmmaking," says Adam Howard. "I work closely with the creative team; in fact, we experimented with several different treatments before settling on the preferred route."

Adam played the flugel horn (trumpet) for the track. "This is my primary instrument," he explains, "So to compose a piece featuring the flugel horn was very special to me. This is the third year running that Howard Audio has taken home a Cannes Lion and I'm very proud of that."

Congratulations to all the South African winners!



- **Multi-Media wins Best Sound Design at the Naledi Theatre Awards** 2 Apr 2026
- **7 nominations across 6 categories at the Naledi Awards** 9 Mar 2026
- **Happy 2026 from Howard Audio!** 19 Jan 2026
- **A look back at a big year** 17 Dec 2025
- **MFB album coming soon** 17 Nov 2025

[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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