

Happy 2026 from Howard Audio!

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We closed out 2025 with a Chicken Licken campaign called “Soul Food To The World” - an original song and music video built as the final chapter of #SoulFood2TheWorld.



**“SOUL FOOD TO THE WORLD”
– A PERFECT END TO A BIG YEAR**



Every now and then a project lands that you don't quite see coming - and suddenly the studio is full of icon voices. Different energies, different references, different ways of working.

That's what this brought. It pulled in an incredible mix of **people and talent**.

Our job was simple: build the musical world carefully, make space for the performances, and make sure the sound held its shape no matter where the piece needed to live.

A huge thanks to the team at **Joe Public & 7 Films** - Lourens van Rensburg directing and the brilliant people behind the scenes.

One last thing - this piece has just picked up an **IDIDTHAT Craft Mention for Sound – Original Music Craft** (Judge's Pick), awarded by Zee Ntuli.

His comment reflected exactly how we hoped the work would land: committed, restrained, confident - and trusting the idea without overplaying the humour. A wonderful way to start our 2026!

CHICKEN LICKEN
"SOUL FOOD TO THE WORLD"

ADAM HOWARD
HOWARD ADDO
ORIGINAL MUSIC CRAFT

FOOD THAT

CRAFT MENTION

SOUTH AFRICA'S CRAFT AWARDS

DEC 2025





Here's to a year of making work that's clear, well-made, and a little bit brave!

-The Howard Audio Team

- **Adam Howard returns as co-director for Red Bull Symphonic 2026** 11 May 2026
- **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

[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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