



# Doggie love wags our musical tale

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We've always had a thing for dogs. We've even made up kid's stories starring them as musical creatures. So when McCann Creative Director Jacqui Mendleson approached us to help raise awareness for Zoetis, we leapt at the chance to make a difference.

The objective of the brief was to raise awareness of canine cancer and the focus Zoetis places on treatment for man's best friend.

We composed a classic jazz track for an emotive TV commercial to communicate that feeling of doggie love.

The song featured the vocal stylings of Jo Day with Adam Howard on brass – he does love to blow his own trumpet from time to time.

This was a love job that put a wag in all our tails.

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## 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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