

# Howard Audio tells big brand stories the musical way for Cell C

Issued by [Howard Audio](#)

25 Feb 2021

Howard Audio was responsible for the emotive music heard on the latest Cell C campaign - "Change Your World" - directed by Karien Cherry (Giant Films). Played entirely on piano - Adam Howard explains a little about the musical process:

"The brief was to compose a piece of music that didn't feel 'too scored' to picture - as though we'd found a piece that just happened to work. I watched the movie a few times then played live to the picture in one take. We tried adding other musical elements but felt just solo piano - with a hint of strings - was the correct route to go."



MARKETING & MEDIA

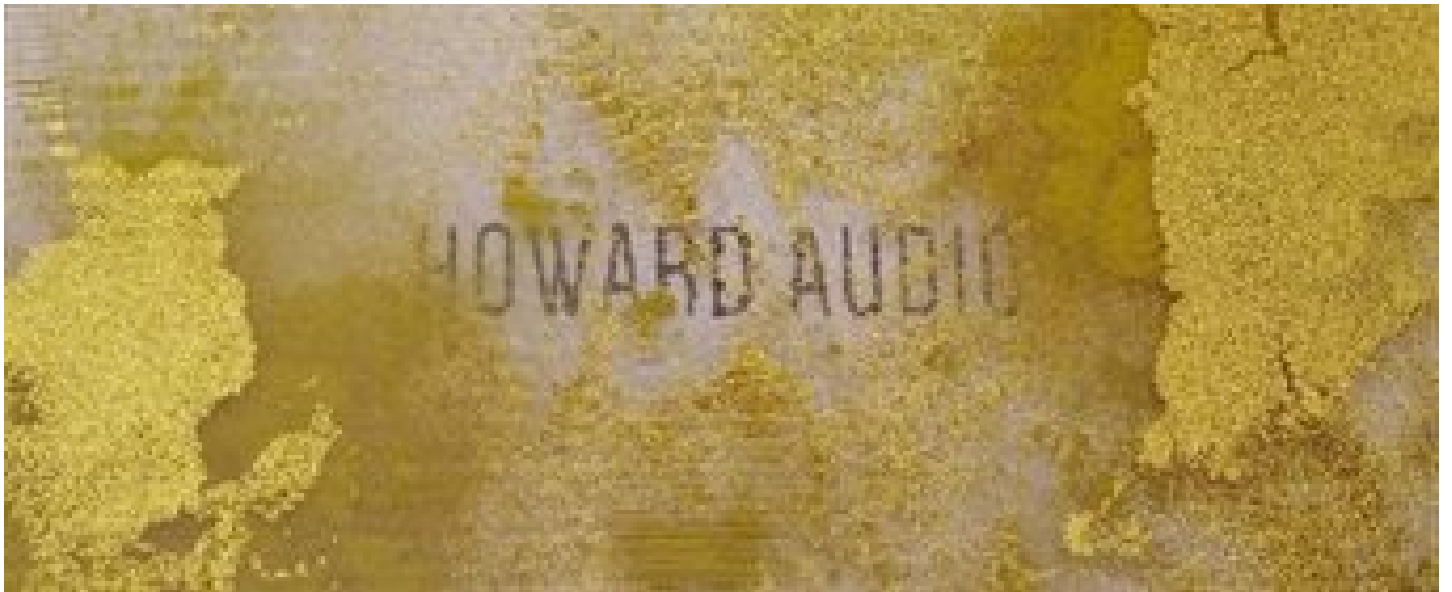
#OrchidsandOnions: Change is as good as...

Brendan Seery 16 Feb 2021



Big brand storytelling is still alive and well at Howard Audio and we are thrilled that it receives an [Orchid award this month](#).

# HOWARD AUDIO



To learn more about the new Howard Audio and to stay up to date with our latest work be sure to check out our new website at [www.howardaudio.co.za](http://www.howardaudio.co.za)

Head of production Belinda Howard:

Email: [belinda@howardaudio.co.za](mailto:belinda@howardaudio.co.za)

Cell: 083 643 7142

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Check out the behind-the-scenes of the Consol Glass audio branding



See how Howard Audio's logo was made

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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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