

# Howard Audio scores with MTN

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Howard Audio gets people talking with our latest TV commercial score for MTN Africa. Metropolitan Republic briefed us to compose a cinematic piece to echo the visuals - a story of "always being together" when you use MTN.



Director Matthys Boschhoff worked closely with Adam Howard to get the tone just right. "We had to illustrate, in music, the dichotomy of separation and connectedness," Adam Howard says "The music had to echo the positivity of always together juxtaposed with a sense of missing each other - I think we got the balance right."

Watch the ad below...

Howard Audio has had the privilege of scoring many MTN commercials over the past 10 years: here are some of our favourites:



- **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

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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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