

Engen fills up at Howard Music!

Issued by [Howard Audio](#)

9 Feb 2012

HOWARDy Partners! While the world's been anxiously awaiting that end of January pay cheque, Howard Music has kicked in the new year with a foot-tapping, knee-slapping, bluegrass bang! See how Engen filled up at Howard Music...

Trolley ho down



Drafftcb Cape Town commissioned Howard Music to throw in everything but the kitchen sink for the new Engen TVC. The brief called for an old-fashioned Country and Western feel but without the duelling hillbilly yelps. Adam grabbed a dry JB Arthur (the vocalist not the bottle) and persuaded Ray Green to tickle the banjo. To stay true to the swampy rhythms and give the track a folkie brass band twist, Adam went to town with everything from metal deck chairs and clanking spoons to knee knobs and a kazoo. The offbeat spot was produced by Humanoid, and director Terence Neale vehemently denies that it was his idea to include a human trumpet on the track.

[Click here to view the TVC.](#)

Bands up!

ThatchMusic and True Colour Events invited Adam to perform In Accra, Ghana, with Loyiso Bala and Gloria Bosman at the CAF African Footballer of the Year Awards. A big ups to James and Jaydine of Thatch for a job well done!

And just to prove that composers are braver than their clients think, Adam took a walk on the wild side of Rwanda over the holidays with some heavily armed local guerrillas.



Remember. A fresh and unforgettable sonic identity can cut through the clutter and make a deep and lasting impression on your audience. If you haven't treated your listeners to some well-deserved audio delicacies recently, click [here](#) to visit Howard Music online now.

Yeehaa! The jig is up and that's all, folks!

Howard Music

P.S. No! This does not mean that dungarees, camouflage or AK-47's are back in fashion!

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