

# Howard Music springs into action for latest MTN TVC

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## SPRING RINGER FOR MTN - TVC



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## YOU NEED A HIPPO - TVC



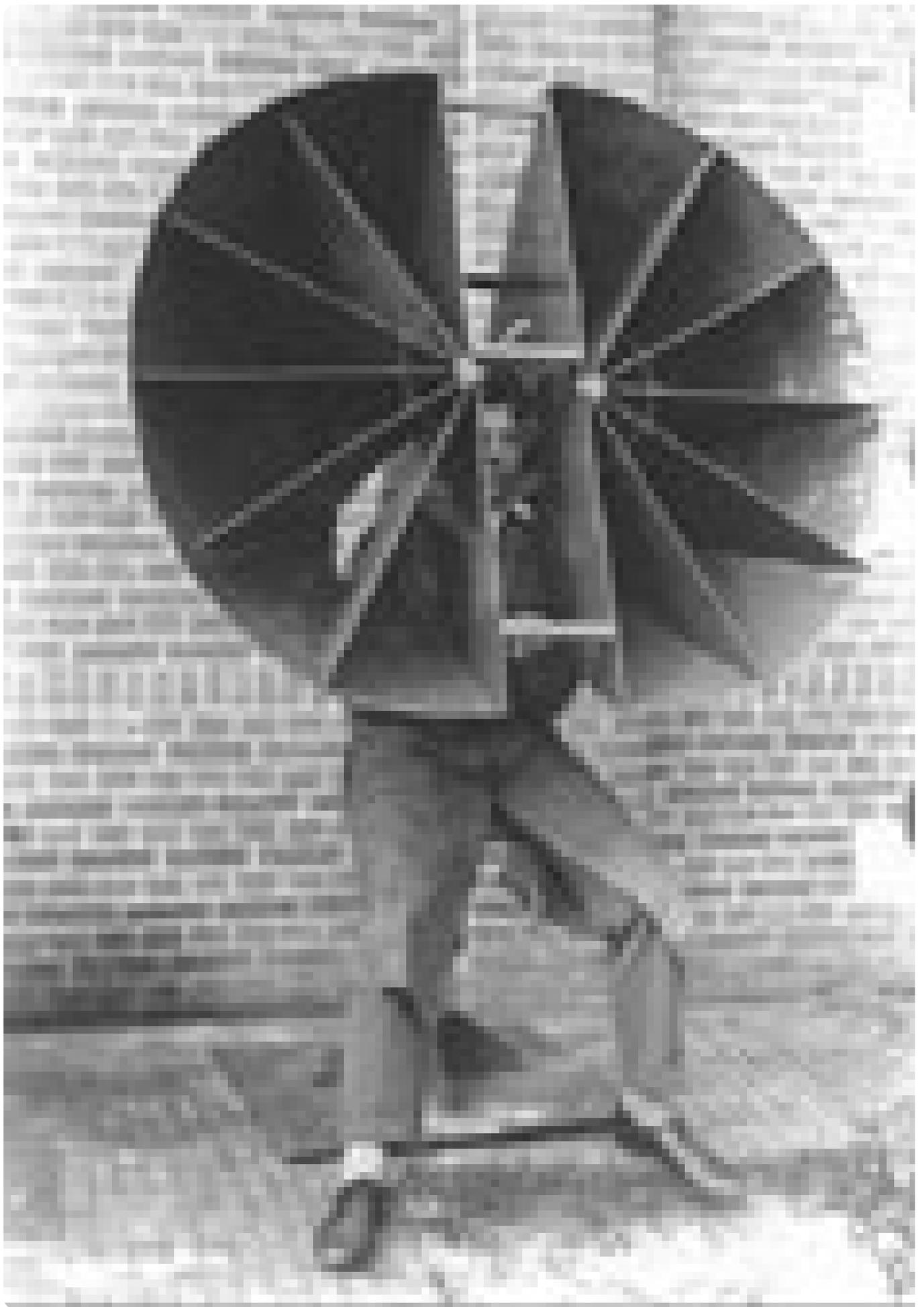
Human.kind Advertising commissioned Adam to rework the famous Starship track, "We Built This City", for the latest Hippo TVC. The lyrics were changed to "You Need A Hippo..." and sung by a real live hippo (OK, we're joking) over some high-pitched backing vocals courtesy of J.B. Arthur and guitars by Jethro Butow. Go to our TV reel on [our new website](#) to hear this and more.

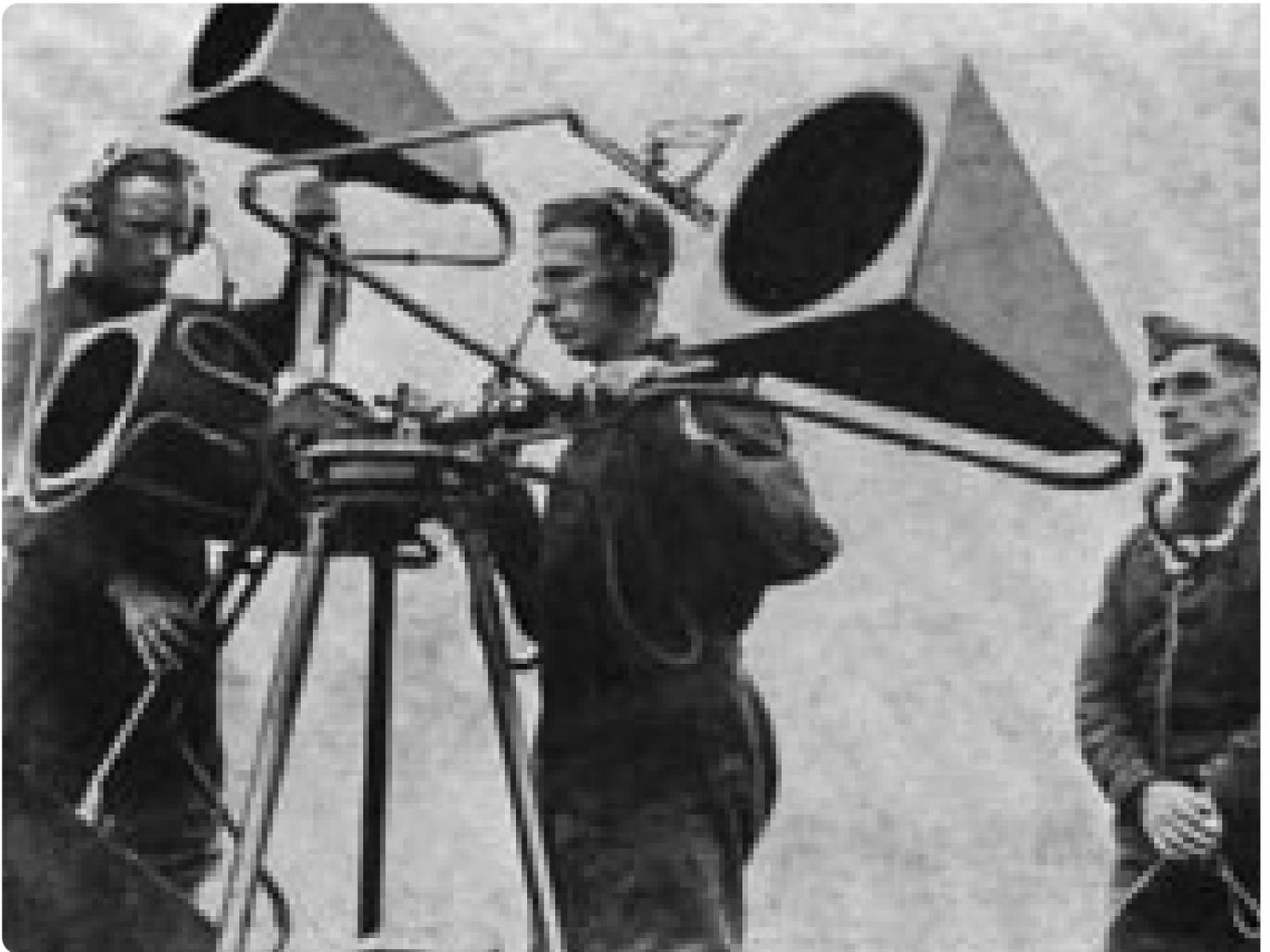
## RHYMES IN RHYTHM FOR KFC - RADIO SPOT

Ogilvy Jhb asked Adam to score,  
A quirky kiddies song for KFC's store,  
The copy flowed freely from a mock Dr Suess,  
So Adam composed music that let the fun loose!

[Click here to hear the radio spot.](#)

Okay. Back to Earth...





Advertising is still a predominantly visually driven madhouse. To be seen trumps, to be heard and bigger is always "bestes"  
But when it comes to really grabbing attention, vision cannot hold a candle to sound.

Few people realise that we can hear much more than we can see. Simply compare the SEVEN colours of the rainbow to the TWELVE keys in music! :)

Chew on that until next time...  
Howard Music.

P.S. The photographs are all actual military listening devices used before radar was invented.

P.P.S. The new Howard Music website is rocking the Interweb and Adam has recently uploaded some funky new TVC soundtracks, plus a taste of things to come from The Johannesburg Big Band (watch this space). If you haven't seen the website yet, [click here](#) to jet on over and experience our Musical Kingdom.

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