

Howard Audio - A way with original music

Saatchi & Saatchi commissioned Howard Audio to compose an original music track for Samsung's new TVC, "A Way of Life". The brief was to echo the poetic cadences of the campaign's message. We scored a simple piano track, underpinned with rising strings and soaring to a triumphant yet contained climax. The music worked so well for Samsung that they have extended its reach to be used across other campaigns and media. Howard Audio was also responsible for the final mix.

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