

# Howard Audio innovates with BMW

Issued by [Howard Audio](#)

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OpenCo recently commissioned Howard Audio to compose the original music for BMW's latest radio campaign. True to BMW's passion for innovation and authenticity, rather than go down the library music route, they wanted to have bespoke music composed.



The brief from BMW was to fuse the rich history and tradition of BMW with innovation and looking towards the future. Musically we achieved this by fusing orchestral instruments with modern contemporary beats. Adding the voice talent of Anton Engelen and Michael Richards to the mix completed a very enjoyable campaign to work on.

We were also responsible for the final mix of these spots, with our fantastic, newly married audio engineer Lebo Maboja at the helm.

[Here's the track with VO](#)

[Here's the track on it's own](#)

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▮ **Howard Audio features at Creative Circle Awards** 15 Feb 2024

## Howard Audio

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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