

The producers' wrap: Myles McDonald of Hey Papa Legend

 By Leigh Andrews

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SA was responsible for 42 wins at the One Show 2017: six bronze, one silver, and one gold pencil, as well as 10 merit awards, with 10th spot in the country rankings. I spoke to some of the people responsible for this winning work behind the scenes. Next up is Myles McDonald of Hey Papa Legend.



#OneShow2017: Final night's winners

13 May 2017



Pre- and post-production companies and the recording studios where the magic happens don't usually get to bask in the limelight of big award wins like the One Show, sometimes not even receiving recognition for the work they put into those campaigns the nation loves.



Myles McDonald, composer and producer at Hey Papa Legend.

Here, Myles McDonald composer and producer at Hey Papa Legend, which created the radio spot that won SA's only gold Pencil at the One Show as well as best of discipline for radio with FCB Africa for client NetFlorist, shares his input.

 ***Congratulations! Talk us through the way our creative industry collaborates and gets the job done.***

I think that trust is probably the most important aspect of any collaboration. Creatives are generally close to their work, so to let someone else take your idea and run with it requires trust in their ability to execute the vision.

■ ***Getting into the nitty-gritty, elaborate on your involvement in this specific winning work.***

This job was intensive. When we first got the brief, we were secretly wondering how on earth it was going to work. The most important part was getting words to actually sound like sound effects, which required a lot of trial and error. We pushed the voice artist to imitate the SFX we knew we wanted and then we warped words to help blend into the real SFX.



SA's D&AD 2017 winners: FCB

Leigh Andrews 5 May 2017



When we got the first word 'you' to sound like a rocket firing, I knew we were on to something special!

■ ***Share your opinion on SA's quality of creative work overall, especially as we ended up in 10th country ranking spot at the One Show with a gold and best of discipline in radio.***

SA seems to always do well in radio. For me, it is the ultimate form of creativity as all you have to play with is the theatre of the mind. I see it as a good indication of the creative ability in this country.

■ ***What are you most looking forward to from the rest of the year's award circuit, with Cannes Lions around the corner and Loeries just a few months away?***

We are obviously looking forward to seeing how we do in the next round of awards, but also to working on our new NetFlorist spots and pushing the idea even further.

Gold Pencil-winning 'A war of words: Anniversary forgotten':

Other spots in the 'War of Words' campaign:
Kitchen of Fury:

Status Liked:

As a studio in both Cape Town and Johannesburg we have some other really interesting work entered and will be holding thumbs for those. But we also like to keep a look out for work where someone has used a medium in a way never done before – I suppose everyone does.

That's for sure! Keep an eye on our [Cannes Lions](#) and [Loeries](#) special sections for the latest updates and revisit our [One Show](#) special section for key interviews, insights and accolades.

ABOUT LEIGH ANDREWS

Leigh Andrews AKA the #MilkshakeQueen, is former Editor-in-Chief: Marketing & Media at Bizcommunity.com, with a passion for issues of diversity, inclusion and equality, and of course, gourmet food and drinks! She can be reached on Twitter at @Leigh_Andrews.

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