

1 life. 3 TVCs. 1 Howard Music

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Three original scores from **Howard Music** provided the emotive finishing touches to a series of TV commercials for **1Life Insurance**, celebrating the triumph of the human heart.

House Of Brave commissioned **Howard Music** to compose, arrange and produce the pieces for three two-minute soundtracks and their concomitant sixty-second cutdowns. The films were directed by **Miles Goodall** of **Sweet Spot Content** and edited by **Nick Goodwin** of **Left Post Production**.

This is the second time that Howard Music has been selected for the 1Life campaign. "The agency brief was to push the pieces in a more experimental way, yet retain the emotive, cinematic feel," says Adam. "The challenge to this year's campaign was to build from last year."

"The visuals depicted three life-changing stories," says Adam Howard. "The music had to capture and reflect the emotion captured within each scene and find the right emotional balance. Even though each story was heart-rending, we had to make sure the musical message was one of hope rather than despair."

Adam composed the score for the string section of the Johannesburg Festival Orchestra. Real strings bring a unique, cinematic feel to the commercials.

View the commercials below

Credits:

Agency: House of Brave

Producer: Wendy Botha

CD: Vanessa Pearson

Copywriter: Peet Engelbrecht

Art Director: Jo Morrison

Production house: Sweet Spot Content

Director: Miles Goodall

Producer: Linda Notelovitz

Editor: Nic Goodwin

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HOWARD AUDIO

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