

Howard Music feels it for SABC's 2010 FIFA World Cup campaign

Issued by [Howard Audio](#)

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Howard Music was commissioned by agency Leo Burnett to compose the original music for the massive SABC campaign "FEEL IT. It is here". The brief was to create a memorable track, embodying all the excitement of The South Africa 2010 FIFA World Cup™.



The campaign music is being flighted on all SABC TV and radio stations. Permutations comprise a 60" and 30" TVC, 30" and 15" promos for TV and radio, as well as 5" stings.

"The theme tune just *had* to include the vuvuzela!" says Howard. "As I workshopped the music, I started to develop a 'call and response' motif." As the vuvuzela only plays one note, the unmistakable 'hook' of the tune is created by the rhythm of the instrument. Being a professional trumpet player, Howard was inspired to experiment with different rhythmic elements. All post production and animation was created by Ministry Of Illusion, where

Howard Music is based. The TVC's were directed by Tristan Holmes and produced by Adam Thal of Star Productions.

View the ads and promos below:

[30 Second TVC](#)

[60 Second TVC](#)

[30 Second Promo](#)

[15 Second Promo](#)

[3 Second Promo](#)

FIFA Official World Cup Kick-Off Concert

Adam Howard will also be working with the house band for the official FIFA kick-off concert being broadcast live to 185 countries and 3.5 billion people on Thursday. In the band are legends Ray Parker Jr., Steve Jordan and Leon Pendarvis. Steve Jordan is the musical director, and booked the best local horn section available to accompany artists John Legend, Angelique Kidjo, Shakira, Alicia Keys and the Black Eyed Peas.

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