

Howard Audio scoops a Cannes Gold Lion!

Issued by [Howard Audio](#)

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Howard Audio is thrilled to announce that our name is on another international award - and this time it's a Cannes Gold Lion!



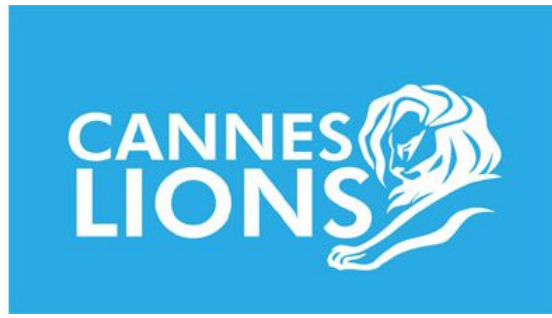
The online campaign, "Pre-Joy", for Cadbury, through agency Ogilvy JHB, has already won awards at last year's Loeries and this years D&AD awards.

"It was based on a simple but brilliant idea," Adam Howard says, "The creative team selected several viral online clips and created a series of 5" pre-rolls that appear as if they are actually part of the original videos. We had to make sure our upfront audio exactly matched the subsequent content – a tricky task as the audio quality on the Youtube clips was terrible! We spent hours crafting the audio to match the low-grade sound. It really was a challenge."

A huge team effort - the project was shot by Bomb Commercials - directed by Tebogo Malope - with post-production completed by MOI Content.

<https://www.bizcommunity.com/Article/196/111/163765.html>





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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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