

Howard Audio strikes Loerie Gold and Silver

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MTN's "Nightshift" commercial picked up both Gold and Silver Loeries at this year's awards. The Gold was for "best use of licensed music". Adam Howard was tasked with re-recording The Commodore's "Nightshift" for the commercial, which has been viewed more than 3.7 million times on YouTube.



"Director Teboho Mahlatsi of Bomb Commercials and Marais Janse van Rensburg from agency Metropolitan Republic worked closely with us to recapture the essence of the original recording, but to also give it a slight twist and contemporise the music," says Adam. "The song, an 80's classic, is a heartfelt favourite of many South Africans. We cast Timothy Moloi to recapture the distinctive vocal stylings of Walter Orange, proving once again that he is one of South Africa's most versatile vocalists."

The Gold and Silver Loeries add to an impressive tally of awards for Howard Audio this year, including a Silver One Show award in New York for a BMW radio campaign, two D&AD pencils and a Gold Cannes Lion for a Cadbury online campaign.

View the commercial below.





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HOWARD AUDIO

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