

Howard Music picks up PanSALB award with MetropolitanRepublic for FNB TV campaign

Issued by [Howard Audio](#)

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The PanSALB (Pan South African Language Board) Multilingualism Awards, were held at the Sandton Convention Centre on Saturday, 20 February. FNB's brand advertising was recognised for contributing to multilingualism in South Africa by winning an award in the Media Section.

This is the first time FNB has been recognised for its contribution to multilingualism in South Africa by the PanSALB and indeed is the first Bank to receive an award by the PanSALB for its advertising.

FNB's brand advertising agency MetropolitanRepublic created a series of commercials to communicate in a unique, relevant and emotive way, FNB's brand promise of helpfulness - "how can we help you?" to the South African public. The advertising was produced in several different creative renditions using English, Afrikaans, Zulu, Xhosa and Sesotho and flighted on national television.



Re ka go thuša bjang?

www.howcanwehelpyou.co.za
First National Bank - Yonto ya FirstRand Bank Limited
Mabedi wa banyaka wa ditsebe tsa ditsebe le dikhono (NORCFC)

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"We played around with a few styles of music and, even though Kwela originated prior to the 80's, we all agreed that it suited the commercial, being as it was the root for several 80's township styles," says Adam.

"Once all the musicians had been recorded, the trick was to make the track sound authentic. A few EQ and compression effects helped give the track that authentic period sound."

[Click here to view FNB "Remember".](#)

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