

Kagiso Media radio stations grab the online high ground

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East Coast Radio and Jacaranda 94.2 took full advantage of respective home teams – the Sharks and the Blue Bull – competing for this year's Vodacom Super 14 title. Using in-house blogs, the stations engaged with thousands of rugby enthusiasts across South Africa and even attracted international attention. Promoted on air, the blogs enabled participants to post challenges, dispute claims and interact with other bloggers and with the stations.

By all measurements the initiative was highly successful - East Coast Radio's Bokomo BIG Breakfast Blog drew 35 000 unique users, while Jacaranda 94.2's Breakfast Blog attracted some 40 000 unique users. All measured audiences reached the blogs during the three days prior to the match.

Says Trish Taylor, CEO East Coast, "Each station's presenters and jocks used their broadcasts to develop friendly rivalry between our audiences and to drive interaction on the blogs. It was fun and proved a real winner for both stations, adding considerable value to our advertisers through increased audiences and listening time."

Adds Alan Khan, CEO Jacaranda 94.2, "We constantly strive to deliver innovative cutting edge opportunities to our listeners and advertisers and on-line interaction is undoubtedly the growth platform. There is amazing passion amongst Blue Bull and Sharks supporters and our blogs gave them the opportunity to express their enthusiasm. The number of participants speaks for itself and we will definitely be evolving this kind of interactive platform to the benefit of both our listeners and advertisers."

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East Coast Radio is KwaZulu-Natal's number one; for hit music, for inspiring content, for updated information and for making memories. East Coast Radio is a brand as energetic and vibrant as the people from the East Coast of South Africa.

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