

# Kagiso Media radio stations grab the online high ground

Issued by [East Coast Radio](#)

28 May 2007

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."

- **East Coast Radio welcomes Mzuvele Mthethwa as new managing director** 16 Apr 2024
- **Empowering business minds at the Mancosa East Coast Radio Business Breakfast** 12 Apr 2024
- **Walk Your Way at the Suncoast East Coast Radio Big Walk** 18 Mar 2024
- **Make moves for your future at the Mancosa East Coast Radio Business Breakfast** 4 Mar 2024
- **East Coast Radio welcomes new weekend host Shaina-Rae** 8 Jan 2024

## [East Coast Radio](#)



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.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>