

New BRC RAMS underpin East Coast Radio's diversity and relevance in KZN

Issued by [East Coast Radio](#)

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East Coast Radio is celebrating the release of the BRC RAMS Amplify™ data and radio currency. The station now reaches **1,256,000** people over a seven-day period. The Broadcast Research Council of South Africa (BRC) released its new RAMS Amplify™ results on Friday 29 October via a webinar presentation. According to the BRC, the latest release is based on five months' worth of data, covering the period Q2 (+2 months), April to August 2021 with an achieved sample of just over 15,000 respondents.

The impact of the Covid-19 pandemic led East Coast Radio to reconsider its audience's needs.

The brand's powerful new audience numbers come after an extensive investment in market research, ongoing music testing, and several tweaks to the on-air product offering – the sound of the station is constantly refined to reflect our target audience's needs.

East Coast Radio's Managing Director, Boni Mchunu, attributes the figures to an agile, innovative, and well-run ship. "What is important to us is a high level of engagement and responsiveness from our audience. That is an indication that we connect with them, and that as a brand, East Coast Radio matters in their lives.

"Our programming is designed with our audience's needs in mind. Because of the Covid-19 lockdown, we understood that their habits, movements, and needs had changed. As such, we made changes to our programming to suit these behaviours. All our teams tweaked their thinking and strategy to tailor-make campaigns and packages that put the listener, in the new normal, first," she says.

"Sourcing new talent and developing existing talent, crafting and supporting an inhouse culture of excellence, while being at the forefront of innovation, have all contributed to East Coast Radio's success. We are thrilled to see the fruits of our labour and endeavour to make sure our listeners continue to feel valued. Engaged audiences are a win for us, our stakeholders, and our beloved clients. We truly live and love KZN, and these numbers are indicative that our listeners feel the same way," Boni adds.

Powered by creativity, East Coast Radio provides world-class innovation and soon celebrates the second anniversary of East Coast Gold, an online station that caters to music lovers who are looking for a music experience that embraces their love of classic hits from the 60s, 70s, and 80s. The award-winning digital radio station is accessible via the East Coast Radio app and on the station website.

East Coast Radio also launched a first in South African radio - a one-stop shop offering tailored 360-degree audio and video production packages, suitable for any brand. East Coast Productions offers efficient, solutions-driven packages to clients who are aiming to give their brands a holistic 360-degree integrated marketing campaign, across multiple platforms. To get your brand going and growing across all platforms, send Tshepo Pule an email at tshepo@ecr.co.za.

KZN's No.1 Hit Music Station wraps up 2021 as a year of incredible milestones! These include celebrating its 25th birthday, 10 years of Darren Maule as the Breakfast Show host, and many campaigns that took the radio and marketing industries by storm and delivered world-class results for our clients and partners.

East Coast Radio has big campaigns in the works, including the exciting Forever Summer campaign running from December to mid-January and Budget Bill Blaster at the end of January! We look forward to a bigger and better 2022.

Stay up to date on ecr.co.za or via the station's social media platforms.

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- **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

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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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