

Keeping in touch with listeners' experiences of the world

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In light of the current economic climate and countless personal challenges that South Africans are faced with on a moral, social and personal level in their lives, East Coast Radio has crossed the threshold of traditional radio promotions to bring their listeners something that is close to home and even closer to their hearts.

The power of radio by far outweighs its rival communication tools as a means of acting as a collective conscience of the listener base. "With great power comes great responsibility to coin a phrase and that responsibility includes staying in tune with what the listeners are experiencing in their personal lives and keeping it 'real' in terms of programming and content," says Trish Taylor, CEO of East Coast Radio.

With the economic crunch making itself felt longer and harder than ever expected, East Coast Radio took all its promotional campaigns back to the drawing board and came back with a selection of mechanics that were in line with and realistic in terms of what people were experiencing. "Instead of giving away expensive sedans, and holidays at five-star lodges that only really offer an escape from reality, we decided to translate those funds into workable 'prizes' that can really make a difference in the lives of our listeners," says Trish.

A sterling example is East Coast Radio's recent 'I want a wedding and I want it now' competition of which the winning couple Natasha and Craig Boucher were announced on Valentine's Day 2009. The prize is a fully paid wedding that is scheduled to take place on Saturday, 28 February 2009 at Thula Game Reserve and comprises of a dress on loan from The Wedding Box, tuxedo on loan from Lord Louis, wedding rings from NWJ, flowers from Garden Gate Florists, a flight from Sky Adventures to Thula Game Reserve, one night's accommodation, a game drive, dinner and breakfast.

The Bouchers registered for the competition and have been trying to save enough money for the past seven years. The competition could not have been awarded to a more deserving couple due to the severe financial complications and the subsequent strain that it was placing on their relationship. "The prize couldn't have come at a more opportune time for us, as we have been trying to save for a wedding for such a long time. The possibility of a wedding was dwindling further and further out of our reach. The competition has been the answer to our prayers and will definitely put the romance back in our lives as well as paving the way to a bright future together," says Natasha Boucher.

A host of East Coast Radio's promotional initiatives such as "Bonus February" where listeners can win between 10%-100% of their nett salary for the month, have hit the mark and make a profound difference in the communities and the lives of the listeners that support East Coast Radio.

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