

East Coast Gold launches national campaign

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[East Coast Gold](#), an award-winning digital radio station that was launched by the team at East Coast Radio, is making headway in the South African landscape of online entertainment as it powers towards its second year of operation. East Coast Radio (ECR) is the first commercial radio station in South Africa to launch a digital music radio station.



For one of the country's most pioneering entertainment mediums, the latter part of 2021 is gearing up to be eventful, with East Coast Gold launching a brand-new campaign aimed at savouring and celebrating the nostalgia that surrounds classic hits from the 60s, 70s and 80s. Currently, the station's footprint extends throughout South Africa, with the majority of its listenership being in KwaZulu-Natal. With this soul-warming campaign, it aims to win over the hearts (and ears) of more listeners.

Under the slogan, "Times change, the music doesn't," East Coast Gold's national campaign honours the timeless quality of classic hits. Ironically, in an evolving world that has changed beyond recognition from what many would refer to as the "golden years," the messages behind classics by seminal artists like The Beatles, Elton John

and Queen, remain relevant.

"We're geared up to end 2021 on an iconic note with a new campaign that talks the language of the classics. The 'Times change, the music doesn't' campaign will communicate the fact that good music never ages, and that's something our listeners have come to appreciate and love. We've fine-tuned our offering to provide a truly unique online destination for music that topped the charts from the 60s to the 80s. It's a musical trip down memory lane and we're excited to take South Africa with us," says East Coast Radio programme manager, Zane Derbyshire.

The campaign will be launched in October 2021 across a range of digital mediums. Currently, 53% of the audience listens via mobile devices and 16% via desktop devices, while the rest access East Coast Gold via smart speakers, Facebook, or through home entertainment systems.

"At ECR we are committed to innovative, cutting-edge offerings and East Coast Gold is testament to that. We're excited to see how passionate our East Coast Gold audience is about the station and how word-of-mouth marketing has seen it grow organically. This national digital campaign will help to propel East Coast Gold into even more SA homes and office spaces," says East Coast Radio managing director, Boni Mchunu.

The station is accessible via various platforms, including the East Coast Radio app, [Radio Garden](#), [Facebook](#), Alexa and on the [station website](#). Classic hits which would now be considered, "vintage" music are interspersed with up-to-date news, weather, traffic and talk show components by hosts like Dave Guselli, Alex Jay, Gordon Graham, Damon Beard and Guy McDonald.

To find out more visit <https://www.ecr.co.za/ecr-gold-shows/>

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May 2024

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