

# First for South African radio: East Coast Radio launches in-house production unit

Issued by [East Coast Radio](#)

28 Sep 2021

What happens when some of the country's best creatives, copywriters, audio, and video specialists get together? Media magic.

East Coast Radio has launched a first in South African radio, a one-stop-shop offering tailored, 360-degree content production packages, suitable for any brand.

East Coast Productions is housed as a sub-brand under East Coast Radio. The aim of this new venture is to offer efficient, solutions-driven packages to clients who are aiming to give their brands a holistic 360-degree integrated marketing campaign, across multiple platforms.

"This is such an exciting venture for us. We endeavour to always focus on client-centric solutions in everything that we do, and this project is just another step in serving our customers' needs. We are proud to launch a production house that is equipped to run an entire campaign where our clients only have to deal with one point of contact and can be assured that their brands will be seen, heard, and felt by the right audiences," said Boni Mchunu, Managing Director at East Coast Radio.

"East Coast Productions will cover all aspects of production from copywriting to audio production and cutting-edge videography. Our creativity will be the connector. The journey ahead is exciting, and we look forward to some world-class collaborations and the creation of cutting-edge content," she added.

To get your brand going and growing across all platforms, send Tshepo Pule an email at [tshepo@ecr.co.za](mailto:tshepo@ecr.co.za).

East Coast Productions. See. Hear. Feel.



## ABOUT US

ECR Productions is a creative and content production solutions media house. We are a one stop shop offering tailored, 360 content production packages to suit any brand. Services include Creative and Content Production, Copywriting, Audio Production and Video Production for all media platforms. Our skilled team of content production experts work with you from ideation to final product. We are agile and affordable, with solutions that drive results!

## OUR OFFERING



**COPYWRITING**



**AUDIO PRODUCTION**



**VIDEO PRODUCTION**

## OUR CLIENTS

- UMNENI WATER
- GALLERIA MALL
- DEPARTMENT OF HEALTH
- CHATEAU GATEAUX
- AQUELLE
- ETHEKWINI MUNICIPALITY

## CONTACT DETAILS



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" A sea of turquoise and yellow takes over KZN's promenade for the Suncoast East Coast Radio Big Walk 30

May 2024

" Vic Naidoo bids farewell to East Coast Radio to embark on a new journey 29 Apr 2024

" 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

## 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.

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