

East Coast Radio launches ECRmojis: Pack your phone with provincial pride!

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In celebration of "all things KZN", East Coast Radio has launched its own selection of homegrown emoticons. A first for any radio station in South Africa and in the continent, the ECRmojis allow the people of KwaZulu-Natal to pack their phone with provincial pride!



Boni Mchunu

From a minibus to Moses Mabhida Stadium, shields to sharks, the 'Berg to bunny chows and mynahs to Madiba, the ECRmojis are reflective of the unique lifestyle and sub-cultures that we enjoy in our province. There are even digital images for East Coast Radio presenters, Darren Maule and Phat Joe!

"When I joined East Coast Radio it was important for me to articulate how I was going to make people look twice at the East Coast Radio brand," says East Coast Radio's General Manager, Boni Mchunu. "Over the duration of my career, I have found that you can only truly achieve this through innovation. The launch of our very own ECRmoji range, positions East Coast Radio as a forerunner in a space that has real time relevance, nationally and internationally. This is innovation in action. The ECRmojis will be undoubtedly be integrated into the everyday goings on of our listeners."

There are 31 ECRmojis in total spanning local; events, activities, characters, food and destinations. They are guaranteed to spice up any digital conversation and allow you to express yourself in a unique KZN way!

The ECRmojis are available now as a free App from the Google Play Store or Apple iTunes.

The launch of the ECRmojis coincides with the station's 20th birthday celebrations.



East Coast Radio is the first radio station in Africa to launch its own brand of emojis. The ECRmojis celebrate "all things KZN" and are available as a free download from the Google Play Store

▪ **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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