

# Bokomo Big Breakfast Show starts year with new host and promotion

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Weekday mornings in Durban will never be the same again. Daryl Ilbury, controversial DJ and well-known writer takes to the air as the new host of the Bokomo Big Breakfast Show on East Coast Radio.



A consummate broadcaster with a touch of irreverence, Daryl Ilbury is no stranger to East Coast Radio. After a three year absence, to pursue a successful writing career, he moved back to KwaZulu-Natal's biggest commercial radio station.

After a brief stint on the weekend breakfast show, he now takes over from former breakfast host Alan Khan, who has moved to Gauteng to head up sister station Jacaranda 94.2. Neville Pillay now presents the Weekend Wake Up.

"Daryl was immensely popular when he did the breakfast show in the past on East Coast Radio," comments Trish Taylor, Managing Director. "We're very fortunate to have him back at the station in the prime breakfast slot."

## Muffins and Moola

On the first day of school The Big Breakfast Show ran a competition whereby the ECR DJ's gave away muffins to parents dropping off their children at school. Each muffin had a unique code on it and told people to tune into 94.95 at 7h45 to stand a chance to win R500.



Daryl Ilbury - Breakfast Show Host - called out four unique codes allowing four people to win R500 each. This competition was used as a compelling and interactive campaign to build week cume listeners and to generate top-of-mind awareness among listeners.

Paulette Holmes, East Coast Radio's Marketing Director, says, "It's a great week cume builder, minimum effort with maximum impact."

The Bokomo Big Breakfast Show airs Monday - Friday, 06h00 - 09h00 on East Coast Radio, Durban's number one radio brand.

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