

Powering breakfasts nationwide

Bokomo has launched a nationwide campaign to sponsor three different breakfast radio shows: Daryl Ilbury is hosting The Bokomo Big Breakfast Show weekdays on East Coast Radio from 6am - 9am; Kieno and the Angels - powered by Bokomo - will be on air 6am - 9am on Jacaranda FM; and Lee Downs will host the Hearty Bokomo Breakfast Show on Heart 104.9 FM in the Mother City. "The three stations have been strategically selected as their listener profile and footprint represent a large portion of Bokomo's target market in the various regions," says Snowy Krüger, corporate brand manager for Bokomo Foods.

For more, visit: <https://www.bizcommunity.com>