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## Pure offers \$150 headphones free in new Mother's Day campaign

Audio brand Pure has joined forces with commercial radio to launch a Mother's Day campaign offering a set of Urbanears wireless headphones free with every Pure DAB+ digital radio purchased.

The Bluetooth headphones, valued at \$150, are available by redemption with a purchase from the Pure DAB+ range, which includes portable and bedside clock radios with a retail starting price of \$129.99.

Industry body Commercial Radio Australia will launch a national advertising campaign today to promote the offer, with ads running on radio stations in six markets including Hobart, where commercial digital radio services were switched on three weeks ago.

"Mother's Day is the perfect time to treat mum to the latest digital radio. It's a gift she can enjoy every day, as research shows mothers spend on average more than 13 hours each week listening to radio," said CRA chief executive officer Joan Warner.

Sohan Karunaratne, chief operating officer of Pure's Australian distributor Aqipa, said he expected very strong demand for the offer.

"Consumers looking for a great deal will love this offer because they can buy a quality radio for mum and get a set of headphones for themselves – everyone wins.

"The retail climate has been subdued but personal audio is doing well, consumers are gravitating towards premium and portable products designed for individual listening," he said.

The offer is available at major retailers including, Myer, David Jones, JB HiFi, The Good Guys, Bing Lee, Amazon, Betta Home Living, Retravision and selected independent retailers from now through to Mother's Day on May 12.

Commercial radio stations switched on digital radio in Hobart in April with three new DAB+ stations on air - KIX Country Music, Triple M Classic Rock and Easy Hits.

Digital radio will also be officially launched in Darwin and Canberra this year, with trial services being upgraded to increase coverage areas and reception.

More than 4.73 million DAB+ radios have been sold in Australia since digital radio launched in the five major capital cities in 2009, including 2.56 million home and portable receivers and 2.17 million in new cars.

Listen to the new radio ads [here](#).

Find out more about the Pure offer at [www.pure.com/mothersday](http://www.pure.com/mothersday).

For more information on DAB+ visit [www.digitalradioplus.com.au](http://www.digitalradioplus.com.au).

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*Sources: GfK Radio Ratings, Surveys 1-8, 2018, SMBAP, Total Stations, Women with Children <17, Mon-Sun 12mn-12mn; GfK Point of Sale DAB+ Fusion Reporting, including coverage extrapolation (excludes sales of aftermarket DAB+ devices in vehicles) Q4.2018 and Glass's Automotive Business Intelligence Q4.2018.*